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OUTDOOR INDUSTRY FOUNDATION

3775 Iris Avenue, Suite 5
Boulder, CO 80301
www.businessforwilderness.org

OUTDOOR RECREATION PARTICIPATION & SPENDING STUDY

A State-by-State Perspective



**OUTDOOR
INDUSTRY**
FOUNDATION

EXECUTIVE SUMMARY

From climbing in Yosemite, snowshoeing in the Rockies, and camping in the Ozarks to paddling the Chattooga, hiking the Shenandoahs, and biking in Vermont's northeast kingdom, the United States offers something for everyone.

More than 2/3 or 149 million Americans aged 16 and older participate in outdoor recreation activities annually. Americans in every state participate in active outdoor recreation in one form or another. Participating in outdoor recreation activities is becoming one of America's favorite pastimes.

More and more, Americans are discovering they don't have to travel far from home to enjoy outdoor adventures in wild places. This report is designed to give you a better idea of what Americans are doing and where they are doing it.

The Outdoor Industry Association (OIA) tracks 21 human-powered outdoor recreation activities. These include activities like hiking, biking, camping, climbing, kayaking, canoeing and snowshoeing. Participation in these outdoor recreation activities varies from state to state and from activity to activity. This report gives an in-depth look at what outdoor recreation activities Americans are participating in and where they live. It details the percentage of individuals participating in each of the 21 outdoor recreation activities by state and by region. The regional information in this report illustrates overall trends and the state rankings allow for straightforward state-to-state comparisons.

In addition to outdoor recreation participation information, this report includes state-by-state annual expenditure data on athletic/outdoor merchandise. This expenditure data is based on respondent estimates and not actual dollars spent and should be used to assess trends.

The merchandise tracked here includes footwear, apparel, equipment and accessories used by Americans when participating in active outdoor recreation. Consumer spending on outdoor recreation merchandise contributes to the overall economy and supports the \$18 billion outdoor recreation industry.



Jeffery Martin

More than 149 million Americans aged 16 and older participate in outdoor recreation activities annually.

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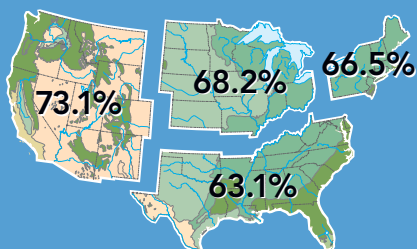
Tom Bol

More and more, Americans are discovering they don't have to travel far from home to enjoy outdoor adventures in wild places.

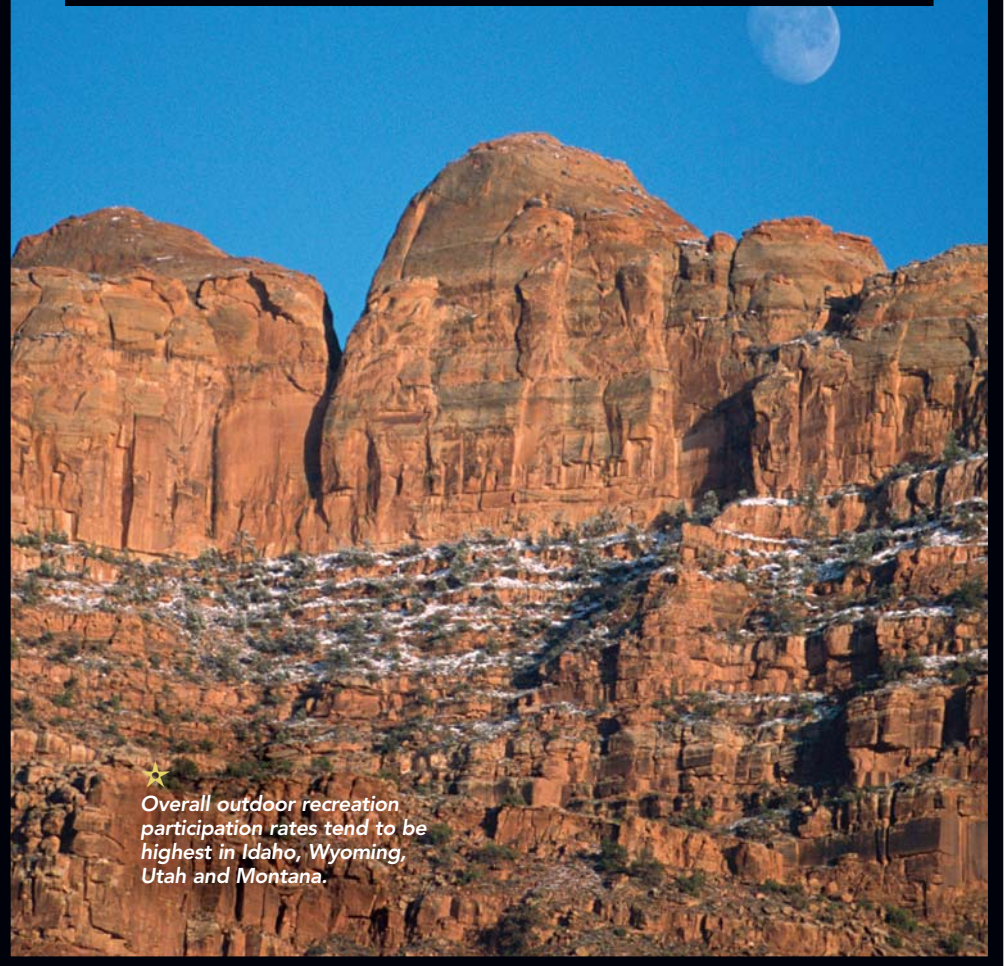
PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Idaho	86.8%	841,236
2 Wyoming	81.8%	312,379
3 Utah	81.7%	1,306,000
4 Montana	80.9%	567,451
5 Connecticut	77.9%	2,065,481
6 New Hampshire	76.7%	736,775
7 Oregon	76.5%	2,045,061
8 Colorado	76.4%	2,538,356
9 North Dakota	76.2%	382,658
10 Michigan	75.6%	5,766,897
11 Delaware	75.0%	457,702
12 Minnesota	74.6%	2,821,981
13 West Virginia	74.4%	1,082,795
14 Washington	72.7%	3,309,763
15 California	71.3%	18,252,283
16 Kansas	71.2%	1,465,644
17 Arizona	70.7%	2,762,621
18 Vermont	70.0%	335,486
19 Wisconsin	69.5%	2,888,843
20 Rhode Island	69.2%	572,612
21 Missouri	69.0%	2,989,037
22 South Dakota	68.8%	397,245
23 Maryland	68.5%	2,798,459
24 New Jersey	67.2%	4,339,647
24 New York	67.2%	9,943,775
26 Florida	66.9%	8,524,278
27 Ohio	66.7%	5,862,617
27 Nevada	66.7%	1,025,777
29 Oklahoma	65.2%	1,738,210
30 Pennsylvania	64.6%	6,262,316
31 Texas	64.5%	10,073,673
32 Illinois	64.1%	6,108,940
33 South Carolina	64.0%	1,993,683
34 Virginia	63.8%	3,527,780
35 Iowa	63.7%	1,452,998
36 Nebraska	63.2%	831,064
37 New Mexico	62.7%	859,074
37 Georgia	62.7%	3,919,194
39 North Carolina	62.5%	3,931,989
40 Maine	62.2%	628,390
41 Louisiana	62.0%	2,104,809
41 Arkansas	62.0%	1,285,026
43 Alabama	61.4%	2,119,274
43 Indiana	61.4%	2,874,989
45 Massachusetts	61.2%	3,064,900
46 Kentucky	58.5%	1,849,351
47 Tennessee	56.1%	2,494,199
48 Mississippi	44.2%	954,793

PARTICIPANTS PER CAPITA BY REGION



OVERVIEW OUTDOOR ACTIVITIES NATIONWIDE



★ Overall outdoor recreation participation rates tend to be highest in Idaho, Wyoming, Utah and Montana.

Jeffery Martin

AMERICANS around the country are pursuing recreational activities outdoors.

More than 2/3 of Americans participate in at least one outdoor activity each year. That translates to more than 149 million people! Californians make up nearly 8% of the total with 18.3 million participants. Americans 16 and older living in the western region are most likely to participate in outdoor recreation activities.

BACKPACKING

★
Between the
Cohutta
Mountains and the
Appalachian Trail,
Georgia is truly a
backpacker's
haven. More than
10% of Georgia
residents backpack
each year.

Jeffery Martin



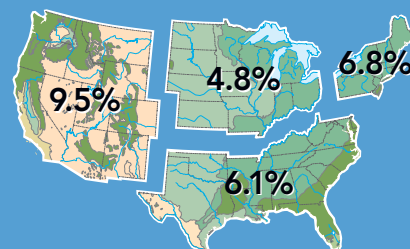
EACH YEAR, 14.1 million or 6.7% of Americans 16 and older venture into the great outdoors for the backpacking experience of a lifetime.

Backpackers often head toward the backcountry where they can enjoy seclusion and the peace and quiet of nature. Backpackers not only enjoy solitude, but spectacular landscapes and exceptional wildlife and wildflower viewing. Many claim that there is no better way to commune with mother nature than to spend a couple of days in her midst. For this report, only overnight backpacking trips that occur more than one-quarter mile from an individual's parked vehicle are considered.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Wyoming	27.3%	104,254
2 Colorado	16.3%	541,560
3 Montana	14.9%	104,512
4 Vermont	13.3%	63,742
5 Washington	12.8%	582,737
6 New Mexico	12.1%	165,786
7 Utah	11.3%	180,634
8 Georgia	10.5%	656,324
9 Arizona	9.5%	371,215
9 Nevada	9.5%	146,100
11 New Hampshire	9.3%	89,335
12 New York	8.6%	1,272,566
13 Kansas	8.2%	168,796
14 Idaho	7.9%	76,564
14 Oklahoma	7.9%	210,611
14 South Carolina	7.9%	246,095
17 Oregon	7.8%	208,516
18 West Virginia	7.7%	112,063
19 Missouri	7.6%	329,227
19 North Carolina	7.6%	478,130
21 Maryland	7.2%	294,145
22 Pennsylvania	6.8%	659,191
23 Tennessee	6.5%	288,989
24 California	6.4%	1,638,354
25 Delaware	6.2%	37,837
25 Iowa	6.2%	141,422
27 Connecticut	5.9%	156,436
27 Michigan	5.9%	450,062
27 Nebraska	5.9%	77,583
30 Texas	5.8%	905,850
31 Kentucky	5.7%	180,193
32 Massachusetts	5.4%	270,432
33 Virginia	5.3%	293,060
34 Arkansas	5.1%	105,704
34 New Jersey	5.1%	333,819
36 Florida	5.0%	637,091
36 North Dakota	5.0%	25,109
38 Wisconsin	4.8%	199,517
39 Illinois	4.5%	428,865
40 Louisiana	3.9%	132,399
41 Ohio	3.7%	325,213
42 Mississippi	3.5%	75,606
43 Alabama	3.1%	106,999
44 Minnesota	3.0%	113,485
45 Indiana	1.5%	70,236
46 Maine	0.9%	9,092
46 South Dakota	0.9%	5,197
48 Rhode Island	0.4%	3,310

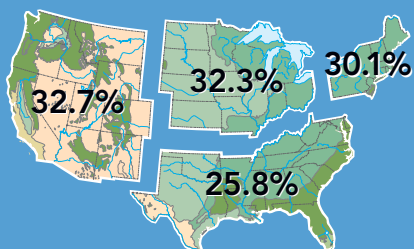
PARTICIPANTS PER CAPITA BY REGION



PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Rhode Island	50.0%	413,737
2 North Dakota	47.6%	239,036
3 Wyoming	45.5%	173,756
4 Delaware	43.8%	267,298
5 South Dakota	40.6%	234,421
6 Idaho	39.5%	382,821
7 Michigan	36.6%	2,791,910
8 Montana	36.2%	253,915
9 Washington	36.0%	1,638,947
10 Florida	35.6%	4,536,088
11 Minnesota	35.1%	1,327,769
12 New Jersey	34.8%	2,277,824
13 Arizona	34.5%	1,348,096
14 Wisconsin	34.1%	1,417,404
15 Nebraska	33.8%	444,461
16 Kansas	32.9%	677,243
17 California	32.6%	8,345,364
18 Colorado	32.5%	1,079,798
19 Missouri	32.2%	1,394,884
20 Ohio	31.1%	2,733,544
21 Utah	31.0%	495,545
22 New Hampshire	30.2%	290,099
23 New York	30.0%	4,439,185
23 Vermont	30.0%	143,780
25 Illinois	29.7%	2,830,507
26 Connecticut	29.4%	779,527
27 Indiana	28.8%	1,348,529
28 Massachusetts	28.6%	1,432,290
28 Nevada	28.6%	439,838
30 Oregon	28.4%	759,212
31 Pennsylvania	27.8%	2,694,928
32 Louisiana	27.1%	920,005
33 South Carolina	26.3%	819,279
34 Maryland	26.1%	1,066,274
35 Oklahoma	25.8%	687,819
36 Texas	25.6%	3,998,233
37 Kentucky	25.5%	806,127
38 North Carolina	25.0%	1,572,796
39 Iowa	24.8%	565,688
40 Maine	24.4%	246,507
41 Georgia	24.2%	1,512,671
42 Virginia	23.7%	1,310,476
43 Arkansas	20.3%	420,742
43 New Mexico	20.3%	278,137
45 Mississippi	19.8%	427,713
46 Tennessee	19.4%	862,521
47 Alabama	18.1%	624,737
48 West Virginia	17.9%	260,511

PARTICIPANTS PER CAPITA BY REGION



BICYCLING PAVED ROAD



Bicycling is an excellent way to view the Ocean State with countless miles of bike paths paving the way. As a percentage of the population, more Rhode Island residents bicycle on paved roads than anywhere else in the continental U.S. with a participation rate of 50%.



Carl Vebrough

BICYCLING ON PAVED ROADS is second only to hiking in popularity, with more than 64 million or 29.2% of Americans 16 and older participating in the activity each year.

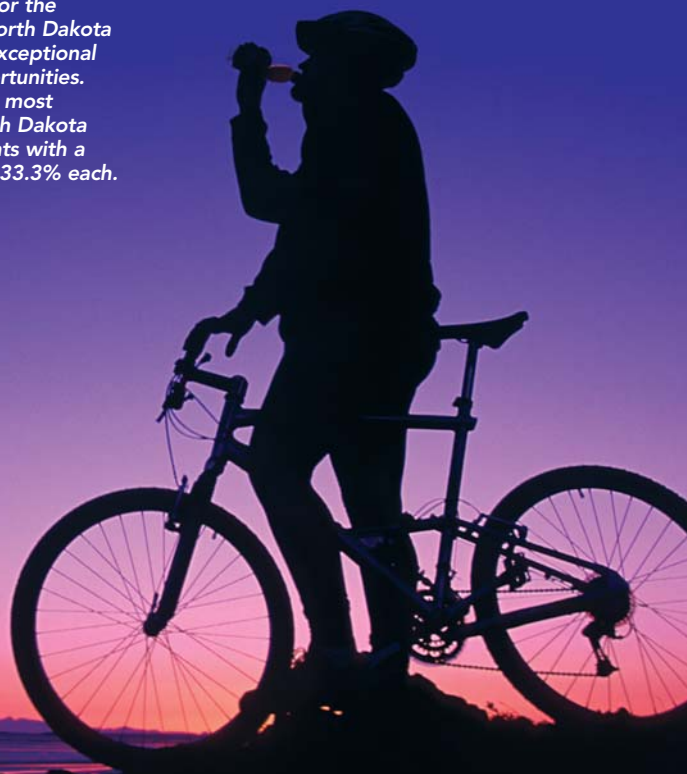
Whether cruising around the neighborhood or embarking on a week long bike tour in California's wine country, bicycling is an outdoor activity that is keeping Americans active and healthy.

BICYCLING

DIRT ROAD



Whether biking through the National Grasslands or the Green Mountains, North Dakota and Vermont offer exceptional off-road biking opportunities. Dirt road bicycling is most popular among North Dakota and Vermont residents with a participation rate of 33.3% each.



Tom Bol

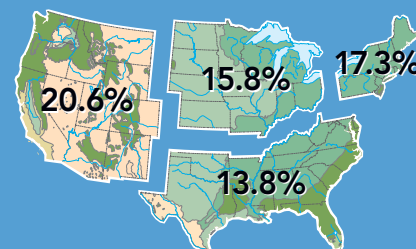
DIRT ROAD BICYCLING offers the adventurer a respite from the noise and air pollution of America's city streets.

Dirt road trails can be found around the country in pristine National Forests and in your city's local open space areas. For this report, only dirt roads that are 5 feet wide or wider are considered. Dirt road bicycling follows paved road bicycling in popularity with 35.1 million or 16.2% of Americans 16 and older participating in the sport each year.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 North Dakota	33.3%	167,225
1 Vermont	33.3%	159,595
3 Idaho	31.6%	306,256
4 Utah	26.8%	428,406
5 New Hampshire	25.6%	245,912
6 Rhode Island	23.1%	191,146
7 Washington	22.7%	1,033,447
7 Wyoming	22.7%	86,687
9 Nevada	21.4%	329,110
10 Montana	21.3%	149,403
11 Colorado	21.1%	701,038
12 Michigan	21.0%	1,601,916
13 Arizona	20.7%	808,858
14 Missouri	20.5%	888,047
14 Kansas	20.5%	421,990
16 Wisconsin	20.4%	847,948
17 Minnesota	20.1%	760,346
18 Massachusetts	19.7%	986,577
19 Oregon	19.6%	523,963
20 California	19.3%	4,940,660
21 Oklahoma	19.1%	509,200
22 New Jersey	18.5%	1,210,912
23 Maine	17.8%	179,829
24 Maryland	17.1%	698,593
25 Pennsylvania	16.8%	1,628,590
26 Florida	16.7%	2,127,884
27 Georgia	16.3%	1,018,865
28 Connecticut	16.2%	429,535
29 Louisiana	15.5%	526,202
30 West Virginia	15.4%	224,127
31 North Carolina	14.3%	899,639
32 New York	14.0%	2,071,620
33 New Mexico	13.6%	186,338
34 Texas	13.2%	2,061,589
35 Illinois	13.1%	1,248,473
36 Virginia	12.5%	691,180
36 Delaware	12.5%	76,284
38 Kentucky	12.3%	388,838
39 Nebraska	11.8%	155,167
40 South Carolina	11.4%	355,125
40 Arkansas	11.4%	236,279
40 South Dakota	11.4%	65,823
43 Ohio	10.5%	922,901
44 Alabama	10.2%	352,062
45 Iowa	9.7%	221,257
46 Tennessee	9.4%	417,923
47 Indiana	9.1%	426,098
48 Mississippi	8.1%	174,973

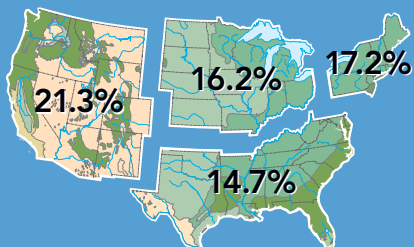
PARTICIPANTS PER CAPITA BY REGION



PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Idaho	31.6%	306,256
2 Nevada	28.6%	439,838
3 Wyoming	27.3%	104,254
4 Arizona	24.1%	941,714
5 Utah	23.9%	382,049
6 Colorado	22.0%	730,940
7 South Dakota	21.9%	126,449
8 Montana	21.3%	149,403
9 Michigan	21.0%	1,601,916
10 Washington	20.9%	951,500
10 Minnesota	20.9%	790,609
12 California	20.6%	5,273,451
13 Massachusetts	20.4%	1,021,633
14 Florida	20.2%	2,573,848
15 Vermont	20.0%	95,853
16 Rhode Island	19.2%	158,875
17 New Mexico	18.6%	254,845
17 New Hampshire	18.6%	178,670
19 New Jersey	18.5%	1,210,912
20 Wisconsin	18.0%	748,190
20 Oklahoma	18.0%	479,874
22 Louisiana	17.8%	604,284
22 Maine	17.8%	179,829
24 Pennsylvania	17.3%	1,677,060
25 North Carolina	16.5%	1,038,045
26 Illinois	16.2%	1,543,913
27 Georgia	15.7%	981,361
28 New York	15.5%	2,293,579
29 West Virginia	15.4%	224,127
30 Maryland	15.3%	625,057
31 Missouri	15.2%	658,454
32 Kansas	15.1%	310,832
33 South Carolina	14.9%	464,154
34 Oregon	14.7%	392,973
35 Virginia	14.5%	801,768
36 North Dakota	14.3%	71,811
37 Iowa	14.2%	323,902
38 Indiana	13.6%	636,805
39 Kentucky	13.2%	417,289
39 Connecticut	13.2%	349,992
39 Nebraska	13.2%	173,577
42 Texas	12.8%	1,999,116
43 Delaware	12.5%	76,284
44 Ohio	12.0%	1,054,744
45 Alabama	11.0%	379,674
46 Mississippi	10.5%	226,817
47 Arkansas	8.9%	184,463
48 Tennessee	8.6%	382,355

PARTICIPANTS PER CAPITA BY REGION



BICYCLING

SINGLE TRACK



★ Between the Sawtooth National Forest and the areas in and around Bryce and Zion National Parks, Idaho and Nevada offer bikers an outstanding inventory of single track trails. Single track bicycling is most popular among residents of Idaho and Nevada with participation rates of 31.6% and 28.6% respectively.

Tom Ball

THE U.S. IS HOME TO numerous world-renowned bicycling destinations like Moab UT, Durango CO, and Flagstaff AZ—areas that feature ancient rock formations, fragrant ponderosa pines, lush mountain meadows and spectacular views. Mountain bikers flock to these areas for the unparalleled single track experience.

Single tracks can be technically challenging, and can offer modest to dramatic elevation gains in mountainous regions. Single track bicycling is most prevalent among residents living in western states like Idaho, Nevada and Wyoming. Nationally, 36.6 million or 16.7% of Americans 16 and older participate in single track bicycling each year.

BIRD WATCHING



★
Whether in Central Park or upstate New York, bird watching is a popular activity among New Yorkers with a participation rate of 10%.

Jeffery Martin

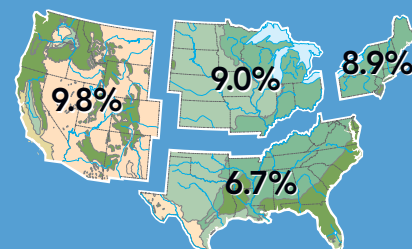
BIRD WATCHING has become more than just a hobby for many Americans as they travel farther and farther from home in search of non-endemic bird species.

Birders are an active and vibrant part of the outdoor recreation community with more than 17.5 million or 8.1% of Americans 16 and older participating in this activity each year. Many bird watchers conscientiously work towards completion of their life lists—literally a lifelong activity. For this report, only bird watching excursions that occur more than one-quarter mile from one's home are included.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Rhode Island	15.4%	127,431
2 Idaho	13.2%	127,930
3 West Virginia	12.8%	186,287
3 Montana	12.8%	89,782
5 Kansas	12.3%	253,194
6 New Hampshire	11.6%	111,429
7 Iowa	11.5%	262,315
8 Michigan	11.4%	869,611
8 Arkansas	11.4%	236,279
10 New Jersey	11.3%	739,638
10 Utah	11.3%	180,634
12 Minnesota	11.2%	423,676
12 Maine	11.2%	113,151
14 Colorado	10.7%	355,503
15 Arizona	10.3%	402,475
15 Nebraska	10.3%	135,442
17 Alabama	10.2%	352,062
18 New York	10.1%	1,494,526
18 Oklahoma	10.1%	269,263
20 Ohio	9.7%	852,584
21 Nevada	9.5%	146,100
22 Wyoming	9.1%	34,751
23 New Mexico	8.5%	116,461
24 Indiana	8.3%	388,639
25 Washington	8.1%	368,763
26 Florida	7.9%	1,006,604
27 Oregon	7.8%	208,516
28 California	7.7%	1,971,144
29 Missouri	7.6%	329,227
30 Massachusetts	7.5%	375,601
31 Connecticut	7.4%	196,207
32 North Carolina	7.1%	446,674
33 South Carolina	7.0%	218,059
34 Texas	6.8%	1,062,031
35 Vermont	6.7%	32,111
36 Illinois	6.6%	629,002
37 Pennsylvania	6.5%	630,109
37 South Dakota	6.5%	37,530
39 Delaware	6.2%	37,837
40 Wisconsin	6.0%	249,397
41 Virginia	5.9%	326,237
42 Maryland	5.5%	224,694
43 Georgia	5.2%	325,037
44 North Dakota	4.8%	24,104
45 Kentucky	4.7%	148,580
46 Tennessee	4.3%	191,177
47 Mississippi	3.5%	75,606
48 Louisiana	2.3%	78,082

PARTICIPANTS PER CAPITA BY REGION

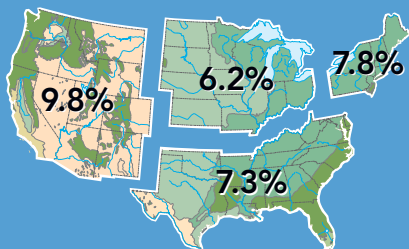


PARTICIPANTS BY STATE

STATE Participation Per Capita Number of Participants

1	New Mexico	21.3%	291,839
2	Wyoming	18.2%	69,503
3	Rhode Island	14.0%	115,846
4	Idaho	13.8%	133,745
5	Massachusetts	13.3%	666,065
6	West Virginia	12.8%	186,287
6	Nevada	12.8%	196,851
8	California	11.3%	2,892,718
9	Montana	10.5%	73,649
10	Washington	10.2%	464,368
11	Florida	9.6%	1,223,215
12	Alabama	9.4%	324,449
13	Ohio	9.0%	791,058
14	Connecticut	8.9%	235,979
15	Arkansas	8.8%	182,391
15	Michigan	8.8%	671,279
15	Iowa	8.8%	200,728
15	Vermont	8.8%	42,175
19	Pennsylvania	8.6%	833,683
19	Georgia	8.6%	537,561
21	Oklahoma	8.5%	226,607
21	Texas	8.5%	1,327,538
23	Kansas	8.2%	168,796
23	Missouri	8.2%	355,219
25	Delaware	8.1%	49,432
26	Virginia	7.9%	436,825
27	Oregon	7.8%	208,516
28	Louisiana	7.6%	258,009
29	Colorado	7.1%	235,894
30	Utah	6.9%	110,299
30	Arizona	6.9%	269,619
32	North Dakota	6.6%	33,144
33	Wisconsin	6.4%	266,023
34	Kentucky	6.3%	199,161
35	Maryland	6.2%	253,291
36	Tennessee	5.6%	248,975
36	New Hampshire	5.6%	53,793
38	Maine	5.4%	54,555
39	Nebraska	4.8%	63,119
40	Mississippi	4.7%	101,528
41	New Jersey	4.4%	288,001
42	New York	3.8%	562,297
42	Minnesota	3.8%	143,747
44	North Carolina	3.6%	226,483
45	Indiana	3.1%	145,154
45	South Dakota	3.1%	17,899
45	South Carolina	3.1%	96,569
48	Illinois	2.7%	257,319

PARTICIPANTS PER CAPITA BY REGION



CAMPING



New Mexico isn't dubbed the "Land of Enchantment" without reason—from the White Sands to El Malpais it's no wonder that camping is most popular among New Mexico residents. Each year 21.3% of the population camps out.



Tom Bol

CAMPING IN THE BACKCOUNTRY can turn a novice into a nature lover. For city dwellers, a first time glimpse at the Milky Way and the thousands of stars never before seen can be awe inspiring.

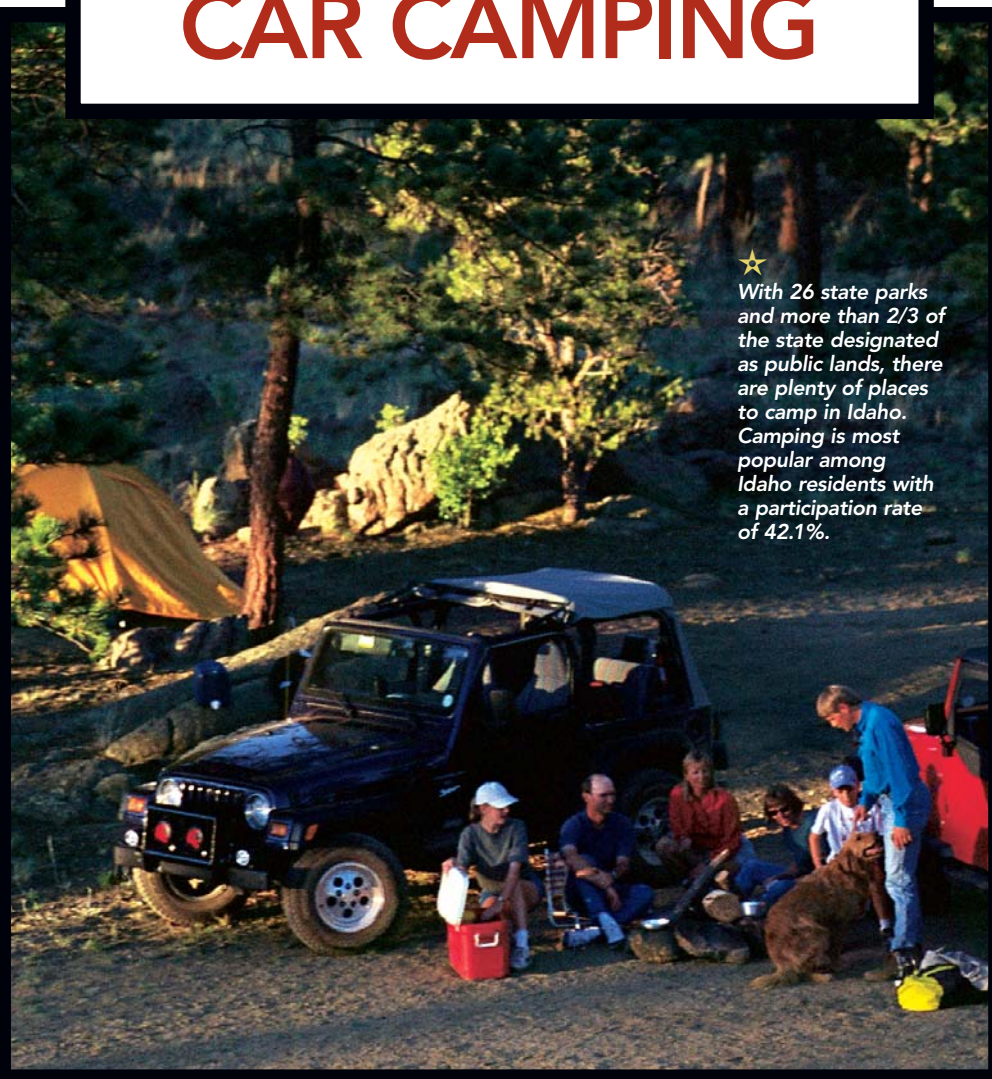
Old timers know best that nothing beats waking up to the sounds and smells of mother nature. Nationally, 16.8 million or 7.7% of Americans 16 and older participate in camping and the number continues to grow each year. For this report, camping is classified as an overnight activity that occurs more than one-quarter mile from one's parked vehicle.

CAR CAMPING



With 26 state parks and more than 2/3 of the state designated as public lands, there are plenty of places to camp in Idaho. Camping is most popular among Idaho residents with a participation rate of 42.1%.

Carl Yarbrough



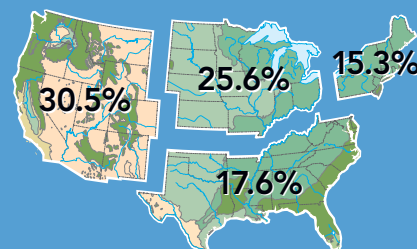
CAR CAMPING is a great American pastime — reminiscent of long summer nights spent sharing stories around the campfire.

Americans all over the country participate in car camping, whether for a weekend long fishing expedition in the Adirondacks or a 4th of July family excursion to Lake Michigan. Car camping fosters a sense of camaraderie and a comfort with nature. Nationally, 45.8 million or 21.9% of Americans 16 and older participate in car camping each year. For this report, only camping that occurs less than one-quarter mile from one's parked vehicle is considered car camping.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Idaho	42.1%	408,019
2 Utah	39.4%	629,821
3 Montana	38.3%	268,645
4 Oregon	38.2%	1,021,194
5 Iowa	33.6%	766,417
6 Colorado	33.3%	1,106,378
7 South Dakota	31.3%	180,723
8 Washington	30.2%	1,374,895
8 Arizona	30.2%	1,180,073
10 Missouri	28.7%	1,243,266
11 Michigan	28.6%	2,181,657
11 North Dakota	28.6%	143,622
13 West Virginia	28.2%	410,414
14 Minnesota	27.6%	1,044,057
15 Wisconsin	27.5%	1,143,067
16 Wyoming	27.3%	104,254
17 Oklahoma	27.0%	719,811
17 California	27.0%	6,911,804
19 Maine	26.7%	269,743
20 Nebraska	26.5%	348,468
21 Louisiana	24.8%	841,924
22 Nevada	23.8%	366,019
23 New Mexico	23.7%	324,722
24 Ohio	23.6%	2,074,329
25 Vermont	23.3%	111,669
25 Kansas	23.3%	479,628
27 Arkansas	22.8%	472,558
28 Connecticut	22.1%	585,971
29 Indiana	22.0%	1,030,126
30 Texas	19.8%	3,092,383
31 Illinois	19.0%	1,810,762
32 Delaware	18.8%	114,731
33 Tennessee	18.7%	831,400
34 Alabama	16.5%	569,512
35 New Hampshire	16.3%	156,577
36 Pennsylvania	16.2%	1,570,426
37 North Carolina	16.1%	1,012,880
38 Virginia	15.8%	873,651
38 South Carolina	15.8%	492,191
40 Rhode Island	15.4%	127,431
41 Maryland	15.3%	625,057
42 Kentucky	15.1%	477,354
43 Florida	14.5%	1,847,564
44 Massachusetts	14.3%	716,145
45 New York	13.8%	2,042,025
46 Georgia	12.4%	775,088
47 Mississippi	11.6%	250,579
48 New Jersey	10.7%	700,365

PARTICIPANTS PER CAPITA BY REGION

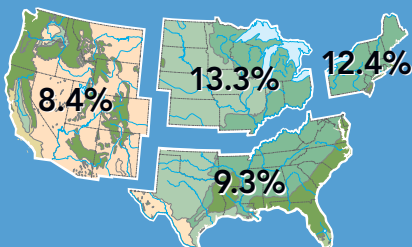


PARTICIPANTS BY STATE

STATE Participation Per Capita Number of Participants

1	New Hampshire	37.2%	357,341
2	Vermont	30.0%	143,780
3	Wisconsin	20.4%	847,948
4	Michigan	19.7%	1,502,749
5	North Dakota	19.0%	95,413
6	Missouri	18.7%	810,072
7	Idaho	18.4%	178,327
8	Minnesota	14.9%	563,640
9	Florida	14.8%	1,885,790
10	Massachusetts	14.3%	716,145
11	Wyoming	13.6%	51,936
12	Maryland	13.5%	551,521
13	Washington	12.8%	582,737
13	West Virginia	12.8%	186,287
15	Arkansas	12.7%	263,223
16	Delaware	12.5%	76,284
17	New York	12.3%	1,820,066
18	Colorado	12.2%	405,340
19	Connecticut	11.8%	312,871
20	Utah	11.3%	180,634
21	Virginia	11.2%	619,297
22	Maine	11.1%	112,140
23	Tennessee	10.8%	480,167
24	Montana	10.6%	74,351
25	Georgia	10.5%	656,324
26	Ohio	10.1%	887,743
27	Pennsylvania	9.7%	940,317
28	New Jersey	9.6%	628,365
29	Alabama	9.4%	324,449
30	Indiana	9.1%	426,098
31	Illinois	8.6%	819,608
32	Kansas	8.2%	168,796
33	Nebraska	7.4%	97,308
34	Texas	7.0%	1,093,267
34	Louisiana	7.0%	237,640
36	Arizona	6.9%	269,619
36	Oregon	6.9%	184,457
38	California	6.7%	1,715,151
38	North Carolina	6.7%	421,509
40	South Dakota	6.2%	35,798
41	Mississippi	5.8%	125,290
42	Kentucky	5.7%	180,193
43	Oklahoma	5.6%	149,294
44	South Carolina	5.3%	165,102
45	Nevada	4.8%	73,819
46	Rhode Island	3.8%	31,444
47	New Mexico	3.4%	46,585
48	Iowa	1.2%	27,372

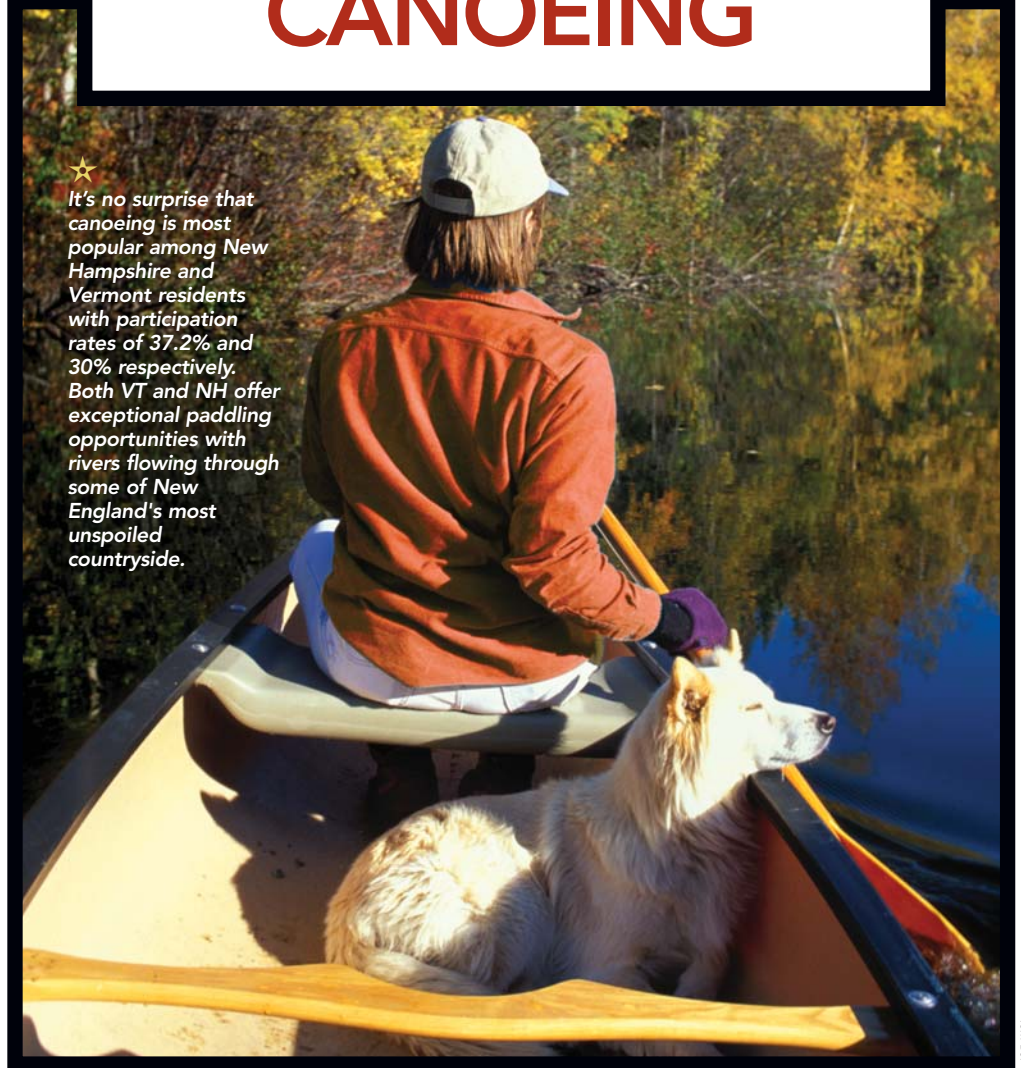
PARTICIPANTS PER CAPITA BY REGION



CANOEING



It's no surprise that canoeing is most popular among New Hampshire and Vermont residents with participation rates of 37.2% and 30% respectively. Both VT and NH offer exceptional paddling opportunities with rivers flowing through some of New England's most unspoiled countryside.



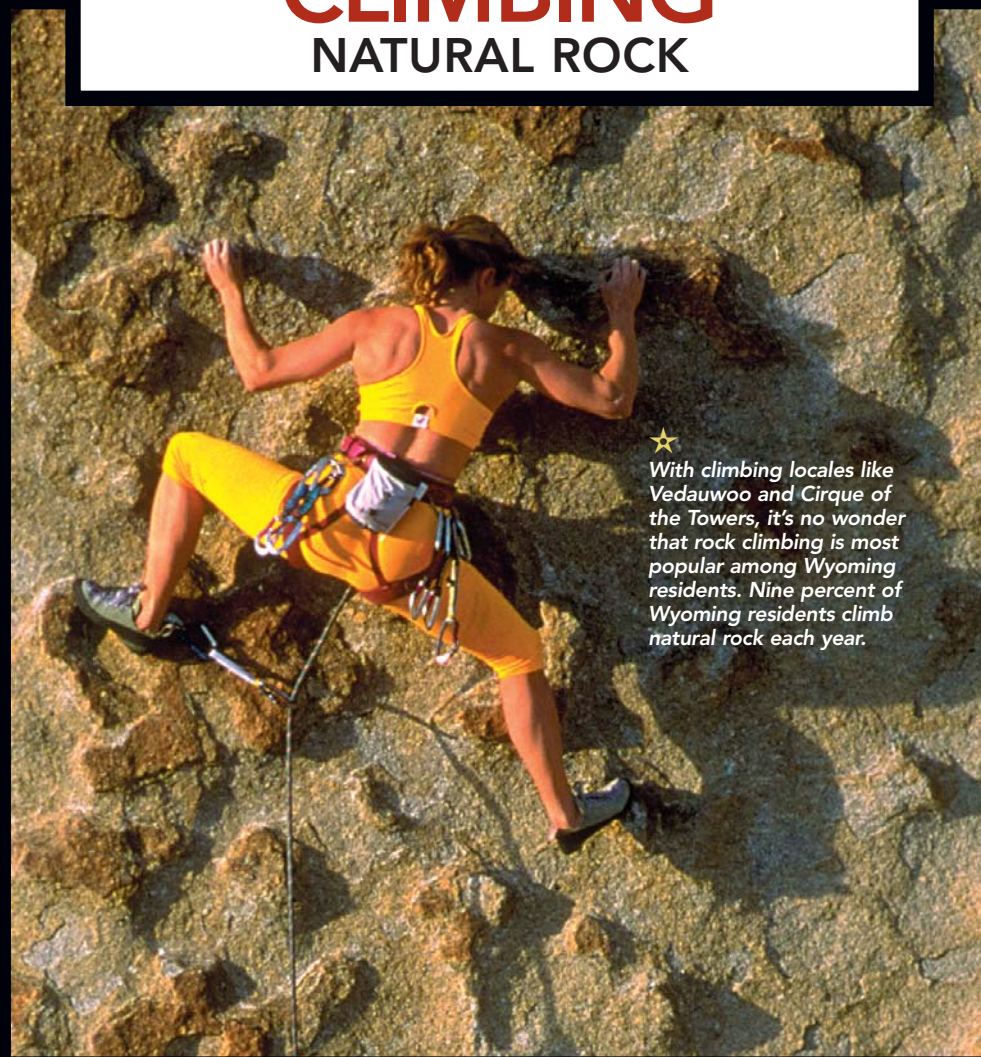
Tom Bol

FOR MANY, there are few better ways to spend a hot summer day than paddling down river with family and friends.

Canoeing is an outdoor recreation activity that Americans young and old can enjoy for a lifetime. The North Central and Northeast regions are a haven for avid paddlers with rivers like the Niobrara in Nebraska, the Wolf in Wisconsin and the Pemigewasset in New Hampshire. Nationally, 22.5 million or 10.8% of Americans 16 and older participate in canoeing each year.

CLIMBING

NATURAL ROCK



★
With climbing locales like Vedauwoo and Cirque of the Towers, it's no wonder that rock climbing is most popular among Wyoming residents. Nine percent of Wyoming residents climb natural rock each year.

ROCK CLIMBING TAKES many shapes: for some it's sport and for others an art form – a means of meditation.

Many climbers say there is nothing like being balanced on a rock with only the tips of your fingers and toes as support and harness and rope as protection.

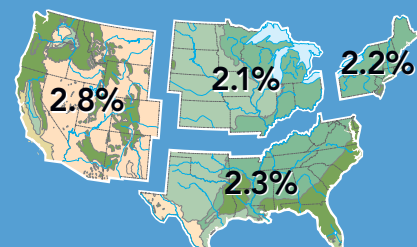
Rock climbing can be challenging and requires a tremendous amount of concentration, but those that are hooked will assure novices that the reward is well worth the effort. More and more people are seeking the adrenaline rush from rock climbing. Nationally, 5 million or 2.3% of Americans 16 and older rock climb each year.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Wyoming	9.1%	34,751
2 Utah	5.6%	89,518
3 New Hampshire	4.7%	45,148
4 Arizona	4.3%	168,024
5 Colorado	4.1%	136,221
6 Georgia	3.9%	243,778
7 Florida	3.8%	484,189
7 Illinois	3.8%	362,152
9 Tennessee	3.6%	160,056
10 Missouri	3.5%	151,618
11 Vermont	3.3%	15,816
12 South Dakota	3.1%	17,899
13 New York	2.7%	399,527
13 North Carolina	2.7%	169,862
13 Maryland	2.7%	110,304
16 West Virginia	2.6%	37,840
16 Idaho	2.6%	25,198
18 California	2.5%	639,982
19 Pennsylvania	2.4%	232,656
19 Wisconsin	2.4%	99,759
21 Louisiana	2.3%	78,082
22 Oklahoma	2.2%	58,651
22 Maine	2.2%	22,226
24 Michigan	2.1%	160,192
24 Montana	2.1%	14,730
26 Massachusetts	2.0%	100,160
26 Oregon	2.0%	53,466
28 Texas	1.9%	296,744
28 Kentucky	1.9%	60,064
30 Washington	1.7%	77,395
30 New Mexico	1.7%	23,292
32 Indiana	1.5%	70,236
32 Minnesota	1.5%	56,742
32 Connecticut	1.5%	39,772
32 Nebraska	1.5%	19,725
36 Kansas	1.4%	28,819
37 Virginia	1.3%	71,883
38 Nevada	1.0%	15,379
38 North Dakota	1.0%	5,022
40 Alabama	0.8%	27,613
40 Arkansas	0.8%	16,581
42 Ohio	0.7%	61,527
43 New Jersey	0.6%	39,273
44 Iowa	0.1%	2,281
Rhode Island	NA	NA
Delaware	NA	NA
South Carolina	NA	NA
Mississippi	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



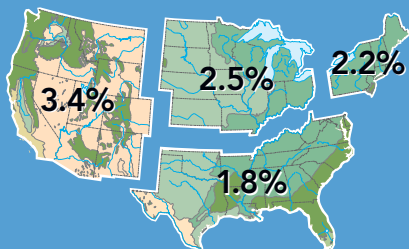
PARTICIPANTS BY STATE

STATE Participation Per Capita Number of Participants

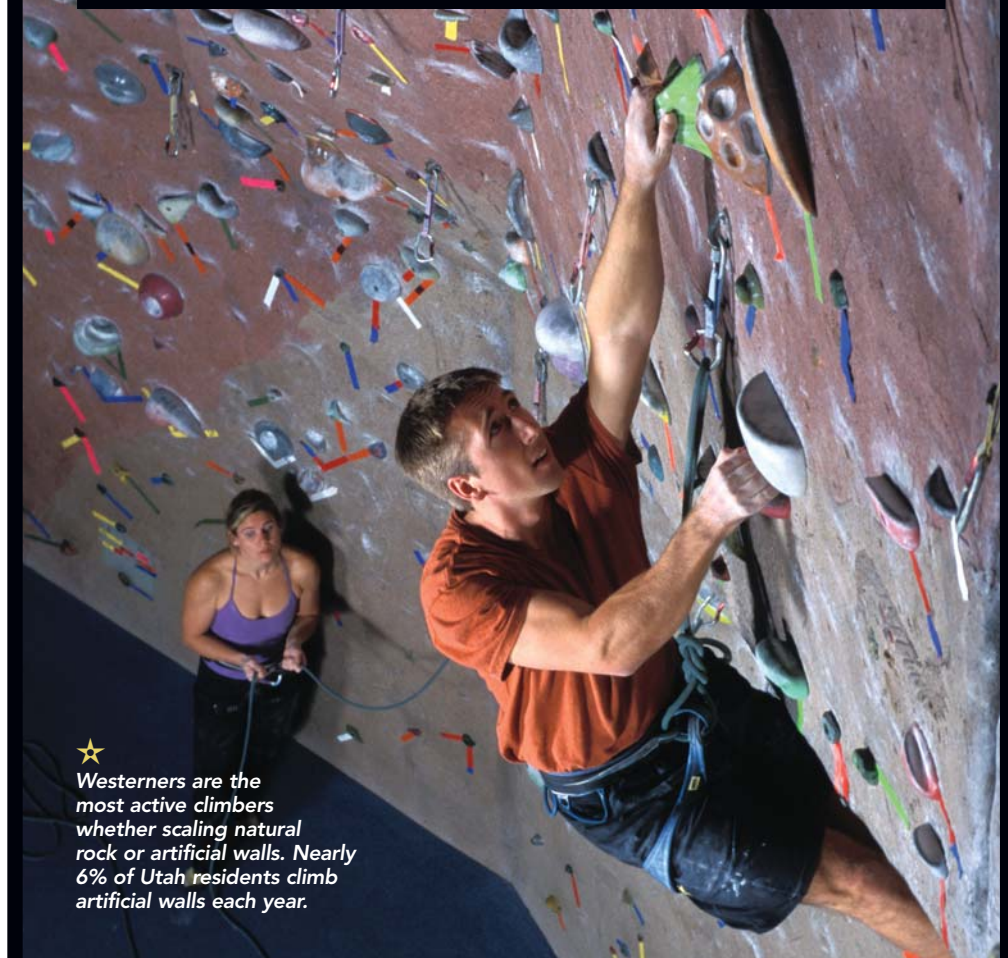
1	Wyoming	8.2%	31,314
2	Utah	5.6%	89,518
3	Missouri	4.7%	203,601
3	New Hampshire	4.7%	45,148
5	Minnesota	4.5%	170,227
6	Colorado	4.1%	136,221
7	Georgia	3.9%	243,778
8	California	3.8%	972,772
9	Florida	3.5%	445,964
10	Illinois	3.4%	324,031
10	Arizona	3.4%	132,856
12	Vermont	3.3%	15,816
13	New York	3.0%	443,919
14	New Jersey	2.8%	183,273
15	Kansas	2.7%	55,579
16	West Virginia	2.6%	37,840
16	Idaho	2.6%	25,198
18	Indiana	2.3%	107,695
19	Tennessee	2.2%	97,812
19	Maine	2.2%	22,226
21	Michigan	2.1%	160,192
22	Virginia	2.0%	110,589
22	Oregon	2.0%	53,466
24	Texas	1.9%	296,744
24	Ohio	1.9%	167,001
26	Wisconsin	1.8%	74,819
27	Washington	1.7%	77,395
27	New Mexico	1.7%	23,292
29	Louisiana	1.6%	54,318
30	Connecticut	1.5%	39,772
30	Nebraska	1.5%	19,725
32	Pennsylvania	1.4%	135,716
32	Massachusetts	1.4%	70,112
34	Arkansas	1.3%	26,944
35	Mississippi	1.2%	25,922
36	Oklahoma	1.1%	29,326
37	North Carolina	0.9%	56,621
37	Maryland	0.9%	36,768
37	Kentucky	0.9%	28,452
40	Alabama	0.8%	27,613
41	Nevada	0.2%	3,076
41	Delaware	0.2%	1,221
43	South Carolina	0.1%	3,115
43	Iowa	0.1%	2,281
	Montana	NA	NA
	North Dakota	NA	NA
	Rhode Island	NA	NA
	South Dakota	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



CLIMBING ARTIFICIAL WALL



★
Westerners are the most active climbers whether scaling natural rock or artificial walls. Nearly 6% of Utah residents climb artificial walls each year.

Tom Bol

NATIONALLY, 5.3 million or 2.4% of Americans 16 and older climb artificial walls each year.

Artificial wall climbing offers some benefits over natural rock climbing like protection from the elements and a controlled environment. Rock gyms around the country are ideal for beginners, those working on their techniques, and anyone looking for some good, plain fun.

CLIMBING ICE



With exceptional ice climbing destinations like Vail and Ouray, Colorado has the greatest percentage of ice climbers in the continental U.S. with a participation rate of 4.1%.



Tom Bol

ICE CLIMBING is for the true adventurer.

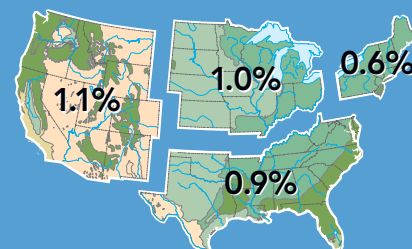
The unpredictable nature of ice makes ice climbing a challenging sport. But this isn't stopping Americans from exploring the intricacies and rewards of the sport. From North Conway NH to Ouray CO and the Cascade Mountains of Washington, America abounds with exceptional ice climbing destinations. Nationally, 2.7 million or .9% of Americans 16 and older participate in ice climbing each year.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Colorado	4.1%	136,221
2 Arizona	3.3%	128,948
3 Illinois	2.8%	266,849
4 Georgia	2.6%	162,518
4 West Virginia	2.6%	37,840
4 Idaho	2.6%	25,198
7 California	2.5%	639,982
8 Nevada	2.4%	36,910
9 Massachusetts	2.0%	100,160
10 Missouri	1.8%	77,975
11 New Mexico	1.7%	23,292
12 Connecticut	1.5%	39,772
12 Nebraska	1.5%	19,725
14 Florida	1.3%	165,644
14 North Carolina	1.3%	81,785
14 Arkansas	1.3%	26,944
17 Wisconsin	1.2%	49,879
17 Mississippi	1.2%	25,922
19 Pennsylvania	1.1%	106,634
19 Oklahoma	1.1%	29,326
21 Oregon	1.0%	26,733
22 Maryland	0.9%	36,768
22 Kentucky	0.9%	28,452
24 Indiana	0.8%	37,459
24 Louisiana	0.8%	27,159
26 Tennessee	0.7%	31,122
26 Wyoming	0.7%	2,673
28 New Jersey	0.6%	39,273
28 Washington	0.6%	27,316
28 Utah	0.6%	9,591
31 New York	0.5%	73,986
32 Texas	0.4%	62,472
32 Ohio	0.4%	35,158
32 Michigan	0.4%	30,513
Alabama	NA	NA
Delaware	NA	NA
Iowa	NA	NA
Kansas	NA	NA
Maine	NA	NA
Minnesota	NA	NA
Montana	NA	NA
New Hampshire	NA	NA
North Dakota	NA	NA
Rhode Island	NA	NA
South Carolina	NA	NA
South Dakota	NA	NA
Vermont	NA	NA
Virginia	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



PARTICIPATION AT A GLANCE

Number of Participants by State

OUTDOOR ACTIVITY	AL	AR	AZ	CA	CO	CT	DE	FL	GA	IA
BACKPACKING	106,999	105,704	371,215	1,638,354	541,560	156,436	37,837	637,091	656,324	141,422
BICYCLING: PAVED ROAD	624,737	420,742	1,348,096	8,345,364	1,079,798	779,527	267,298	4,536,088	1,512,671	565,688
BICYCLING: OFF-ROAD	352,062	236,279	808,858	4,940,660	701,038	429,535	76,284	2,127,884	1,018,865	221,257
BICYCLING: SINGLE TRACK	379,674	184,463	941,714	5,273,451	730,940	349,992	76,284	2,573,848	981,361	323,902
BIRD WATCHING	352,062	236,279	402,475	1,971,144	355,503	196,207	37,837	1,006,604	325,037	262,315
CAMPING	324,449	182,391	269,619	2,892,718	235,894	235,979	49,432	1,223,215	537,561	200,728
CAR CAMPING	569,512	472,558	1,180,073	6,911,804	1,106,378	585,971	114,731	1,847,564	775,088	766,417
CANOEING	324,449	263,223	269,619	1,715,151	405,340	312,871	76,284	1,885,790	656,324	27,372
CLIMBING: NATURAL ROCK	27,613	16,581	168,024	639,982	136,221	39,772	NA	484,189	243,778	2,281
CLIMBING: ARTIFICIAL WALL	27,613	26,944	132,856	972,772	136,221	39,772	1,221	445,964	243,778	2,281
CLIMBING: ICE	NA	26,944	128,948	639,982	136,221	39,772	NA	165,644	162,518	NA
FLY FISHING	407,287	236,279	101,596	1,203,166	352,180	196,207	6,103	560,640	206,273	161,951
HIKING	1,004,412	603,133	1,617,716	10,239,710	1,810,738	1,012,855	152,567	3,019,812	1,893,965	745,888
KAYAKING: RECREATION/SIT-ON-TOP	55,225	2,073	66,428	895,975	53,159	156,436	51,873	445,964	206,273	41,058
KAYAKING: TOURING/SEA	82,838	26,944	66,428	1,151,967	136,221	156,436	51,873	522,415	243,778	41,058
KAYAKING: WHITEWATER	27,613	2,073	NA	307,191	136,221	39,772	39,667	114,676	125,014	20,529
RAFTING	217,450	51,816	234,452	1,407,960	511,658	116,664	45,770	445,964	325,037	161,951
SKIING: CROSS-COUNTRY/NORDIC	3,452	78,760	101,596	1,331,162	295,698	349,992	NA	356,771	81,259	79,835
SKIING: TELEMAR	3,452	2,073	66,428	486,386	53,159	39,772	NA	76,451	6,251	41,058
SNOWSHOEING	55,225	2,073	35,168	563,184	215,960	116,664	1,221	165,644	43,755	20,529
TRAIL RUNNING	407,287	370,999	808,858	5,478,245	837,259	466,656	114,731	2,013,208	1,387,657	403,737

OUTDOOR ACTIVITY	NC	ND	NE	NH	NJ	NM	NY	NV	OH	OK
BACKPACKING	478,130	25,109	77,583	89,335	333,819	165,786	1,272,566	146,100	325,213	210,611
BICYCLING: PAVED ROAD	1,572,796	239,036	444,461	290,099	2,277,824	278,137	4,439,185	439,838	2,733,544	687,819
BICYCLING: OFF-ROAD	899,639	167,225	155,167	245,912	1,210,912	186,338	2,071,620	329,110	922,901	509,200
BICYCLING: SINGLE TRACK	1,038,045	71,811	173,577	178,670	1,210,912	254,845	2,293,579	439,838	1,054,744	479,874
BIRD WATCHING	446,674	24,104	135,442	111,429	739,638	116,461	1,494,526	146,100	852,584	269,263
CAMPING	226,483	33,144	63,119	53,793	288,001	291,839	562,297	196,851	791,058	226,607
CAR CAMPING	1,012,880	143,622	348,468	156,577	700,365	324,722	2,042,025	366,019	2,074,329	719,811
CANOEING	421,509	95,413	97,308	357,341	628,365	46,585	1,820,066	73,819	887,743	149,294
CLIMBING: NATURAL ROCK	169,862	5,022	19,725	45,148	39,273	23,292	399,527	15,379	61,527	58,651
CLIMBING: ARTIFICIAL WALL	56,621	NA	19,725	45,148	183,273	23,292	443,919	3,076	167,001	29,326
CLIMBING: ICE	81,785	NA	19,725	NA	39,273	23,292	73,986	36,910	35,158	29,326
FLY FISHING	339,724	5,022	57,859	67,242	261,819	93,169	725,067	219,919	360,371	119,968
HIKING	1,824,443	95,413	426,052	424,582	1,839,277	511,060	4,631,550	512,119	3,357,600	959,748
KAYAKING: RECREATION/SIT-ON-TOP	169,862	NA	1,315	156,577	222,546	23,292	399,527	1,538	61,527	2,666
KAYAKING: TOURING/SEA	195,027	NA	2,630	89,335	222,546	23,292	473,513	16,917	96,685	5,332
KAYAKING: WHITEWATER	113,241	NA	NA	45,148	111,273	23,292	221,959	NA	35,158	NA
RAFTING	339,724	NA	19,725	89,335	477,819	69,877	1,094,999	146,100	263,686	269,263
SKIING: CROSS-COUNTRY/NORDIC	169,862	1,004	38,134	245,912	333,819	116,461	1,746,080	73,819	298,844	29,326
SKIING: TELEMAR	56,621	1,507	1,315	67,242	294,546	46,585	399,527	73,819	131,843	29,326
SNOWSHOEING	81,785	5,022	19,725	156,577	72,000	46,585	621,486	73,819	96,685	90,643
TRAIL RUNNING	1,264,528	95,413	195,931	268,005	1,505,458	348,014	2,559,930	329,110	887,743	298,588

NA = Numbers too small to yield reliable projections. **Note:** Individuals may participate in more than one activity.

*“You can learn more about a man in an hour of play
than in a lifetime of conversation.”*

-Plato

ID	IL	IN	KS	KY	LA	MA	MD	ME	MI	MN	MO	MS	MT
76,564	428,865	70,236	168,796	180,193	132,399	270,432	294,145	9,092	450,062	113,485	329,227	75,606	104,512
382,821	2,830,507	1,348,529	677,243	806,127	920,005	1,432,290	1,066,274	246,507	2,791,910	1,327,769	1,394,884	427,713	253,915
306,256	1,248,473	426,098	421,990	388,838	526,202	986,577	698,593	179,829	1,601,916	760,346	888,047	174,973	149,403
306,256	1,543,913	636,805	310,832	417,289	604,284	1,021,633	625,057	179,829	1,601,916	790,609	658,454	226,817	149,403
127,930	629,002	388,639	253,194	148,580	78,082	375,601	224,694	113,151	869,611	423,676	329,227	75,606	89,782
133,745	257,319	145,154	168,796	199,161	258,009	666,065	253,291	54,555	671,279	143,747	355,219	101,528	73,649
408,019	1,810,762	1,030,126	479,628	477,354	841,924	716,145	625,057	269,743	2,181,657	1,044,057	1,243,266	250,579	268,645
178,327	819,608	426,098	168,796	180,193	237,640	716,145	551,521	112,140	1,502,749	563,640	810,072	125,290	74,351
25,198	362,152	70,236	28,819	60,064	78,082	100,160	110,304	22,226	160,192	56,742	151,618	NA	14,730
25,198	324,031	107,695	55,579	28,452	54,318	70,112	36,768	22,226	160,192	170,227	203,601	25,922	NA
25,198	266,849	37,459	NA	28,452	27,159	100,160	36,768	NA	30,513	NA	77,975	25,922	NA
178,327	324,031	355,862	139,977	148,580	105,240	205,328	110,304	112,140	450,062	30,263	407,202	49,684	133,972
509,781	2,639,901	1,278,293	732,822	894,643	604,284	1,477,362	1,691,332	336,421	2,692,744	1,403,425	1,572,493	276,501	313,536
51,366	133,425	107,695	6,175	3,161	3,395	205,328	73,536	22,226	99,166	7,566	25,992	4,320	14,730
51,366	95,303	70,236	2,058	28,452	27,159	440,705	73,536	67,688	22,885	7,566	51,983	2,160	14,730
8,722	66,712	140,472	4,117	9,484	6,790	135,216	73,536	1,010	99,166	3,783	25,992	2,160	14,730
153,128	362,152	107,695	113,217	60,064	105,240	135,216	330,913	10,103	320,383	113,485	203,601	49,684	119,242
76,564	524,168	140,472	84,398	60,064	10,185	891,425	183,840	89,914	991,662	366,933	99,635	2,160	133,972
NA	66,712	4,682	18,526	60,064	27,159	90,144	73,536	1,010	61,025	26,480	99,635	25,922	74,351
51,366	95,303	18,730	82,340	6,323	3,395	240,384	73,536	22,226	259,358	139,964	30,324	49,684	59,621
178,327	1,677,338	355,862	310,832	537,418	526,202	886,417	955,970	157,603	1,312,045	650,645	784,081	101,528	238,484

OR	PA	RI	SC	SD	TN	TX	UT	VA	VT	WA	WI	WV	WY
208,516	659,191	3,310	246,095	5,197	288,989	905,850	180,634	293,060	63,742	582,737	199,517	112,063	104,254
759,212	2,694,928	413,737	819,279	234,421	862,521	3,998,233	495,545	1,310,476	143,780	1,638,947	1,417,404	260,511	173,756
523,963	1,628,590	191,146	355,125	65,823	417,923	2,061,589	428,406	691,180	159,595	1,033,447	847,948	224,127	86,687
392,973	1,677,060	158,875	464,154	126,449	382,355	1,999,116	382,049	801,768	95,853	951,500	748,190	224,127	104,254
208,516	630,109	127,431	218,059	37,530	191,177	1,062,031	180,634	326,237	32,111	368,763	249,397	186,287	34,751
208,516	833,683	115,846	96,569	17,899	248,975	1,327,538	110,299	436,825	42,175	464,368	266,023	186,287	69,503
1,021,194	1,570,426	127,431	492,191	180,723	831,400	3,092,383	629,821	873,651	111,669	1,374,895	1,143,067	410,414	104,254
184,457	940,317	31,444	165,102	35,798	480,167	1,093,267	180,634	619,297	143,780	582,737	847,948	186,287	51,936
53,466	232,656	NA	NA	17,899	160,056	296,744	89,518	71,883	15,816	77,395	99,759	37,840	34,751
53,466	135,716	NA	3,115	NA	97,812	296,744	89,518	110,589	15,816	77,395	74,819	37,840	31,314
26,733	106,634	NA	NA	NA	31,122	62,472	9,591	NA	NA	27,316	49,879	37,840	2,673
235,249	630,109	8,275	383,161	17,899	257,867	671,578	158,255	182,471	32,111	346,000	199,517	224,127	121,438
1,309,909	3,024,524	364,089	766,322	216,522	1,409,378	3,810,816	765,696	1,675,419	223,817	2,012,263	1,442,343	372,575	225,692
26,733	213,268	31,444	28,036	17,899	31,122	218,653	22,379	71,883	32,111	264,053	99,759	14,554	17,185
26,733	184,186	31,444	28,036	17,899	62,244	390,452	44,759	71,883	47,927	291,368	8,313	1,455	17,185
2,673	135,716	31,444	28,036	NA	31,122	124,945	44,759	110,589	47,927	132,026	74,819	1,455	4,201
235,249	571,945	31,444	190,023	54,275	128,934	749,669	135,875	326,237	NA	478,026	324,216	149,903	69,503
104,258	416,841	127,431	137,066	90,073	31,122	156,181	111,897	38,706	80,037	346,000	548,672	2,911	69,503
53,466	77,552	1,655	28,036	5,197	97,812	124,945	89,518	38,706	15,816	77,395	99,759	2,911	17,185
130,991	184,186	31,444	56,072	35,798	62,244	62,472	67,138	110,589	47,927	159,342	174,578	14,554	17,185
446,438	1,337,770	158,875	573,184	108,550	769,156	2,780,021	359,669	691,180	47,927	1,083,526	773,129	224,127	86,687

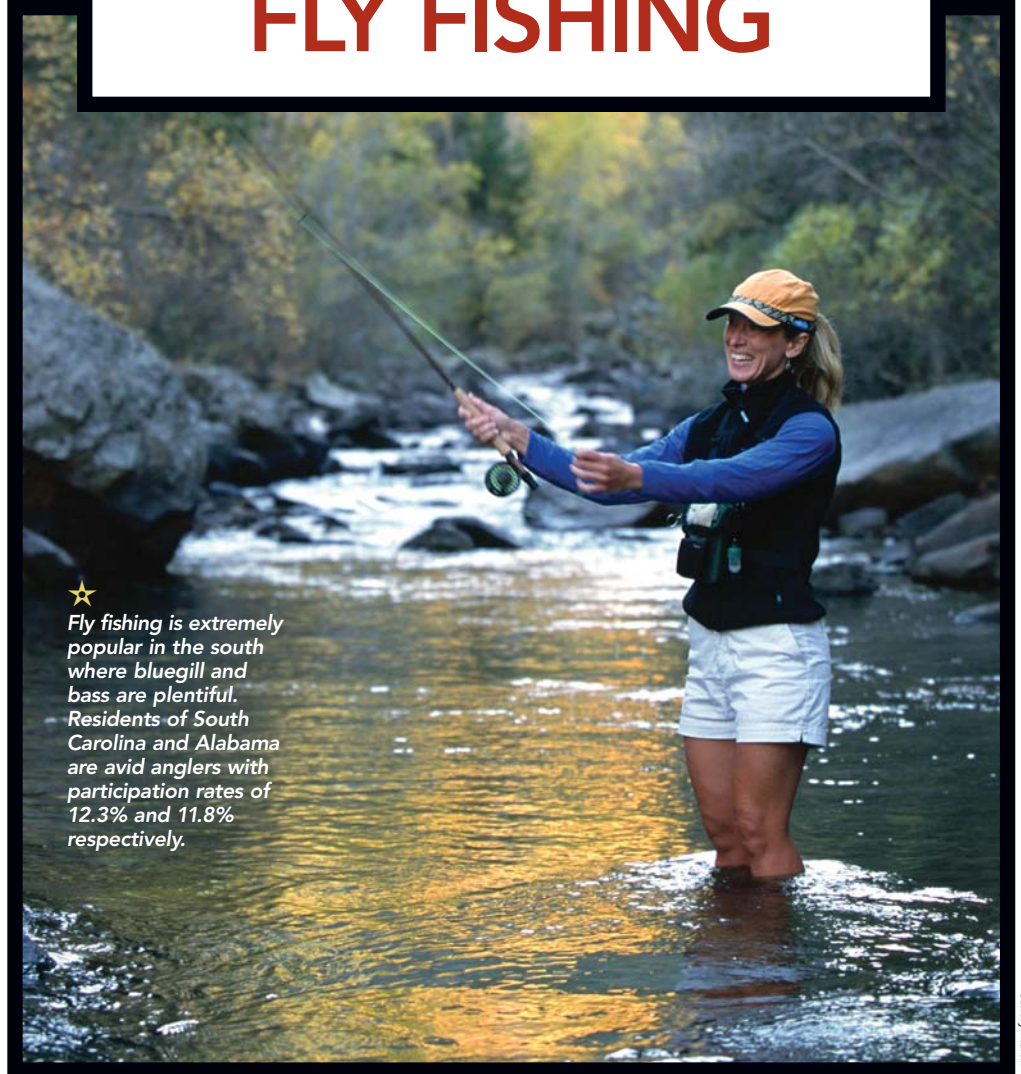
PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Wyoming	31.8%	121,438
2 Montana	19.1%	133,972
3 Idaho	18.4%	178,327
4 West Virginia	15.4%	224,127
5 Nevada	14.3%	219,919
6 South Carolina	12.3%	383,161
7 Alabama	11.8%	407,287
8 Arkansas	11.4%	236,279
9 Maine	11.1%	112,140
10 Colorado	10.6%	352,180
11 Utah	9.9%	158,255
12 Missouri	9.4%	407,202
13 Oregon	8.8%	235,249
14 Indiana	7.6%	355,862
14 Washington	7.6%	346,000
16 Connecticut	7.4%	196,207
17 Iowa	7.1%	161,951
18 New Hampshire	7.0%	67,242
19 Kansas	6.8%	139,977
19 New Mexico	6.8%	93,169
21 Vermont	6.7%	32,111
22 Pennsylvania	6.5%	630,109
23 Michigan	5.9%	450,062
24 Tennessee	5.8%	257,867
25 North Carolina	5.4%	339,724
26 New York	4.9%	725,067
27 Wisconsin	4.8%	199,517
28 California	4.7%	1,203,166
28 Kentucky	4.7%	148,580
30 Oklahoma	4.5%	119,968
31 Florida	4.4%	560,640
31 Nebraska	4.4%	57,859
33 Texas	4.3%	671,578
34 Ohio	4.1%	360,371
34 Massachusetts	4.1%	205,328
36 New Jersey	4.0%	261,819
37 Illinois	3.4%	324,031
38 Georgia	3.3%	206,273
38 Virginia	3.3%	182,471
40 Louisiana	3.1%	105,240
40 South Dakota	3.1%	17,899
42 Maryland	2.7%	110,304
43 Arizona	2.6%	101,596
44 Mississippi	2.3%	49,684
45 Rhode Island	1.0%	8,275
45 Delaware	1.0%	6,103
45 North Dakota	1.0%	5,022
48 Minnesota	0.8%	30,263

FLY FISHING



Fly fishing is extremely popular in the south where bluegill and bass are plentiful. Residents of South Carolina and Alabama are avid anglers with participation rates of 12.3% and 11.8% respectively.

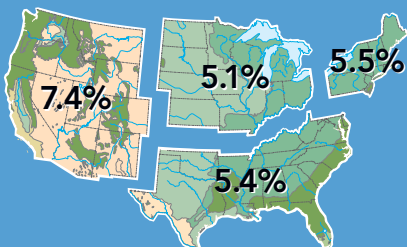


Jeffery Martin

FLY FISHING is a true art form that involves much more than just sitting on the dock waiting for a bite.

The sport requires numerous skills that determine success or failure. Anglers have to master proper casting techniques, learn how to read the water, know what fish eat, and know how to select and present the proper fly. Nationally, 11.9 million or 5.7% of Americans 16 and older fish with fly gear each year. Only fishing with a fly rod and fly reel is considered in this report.

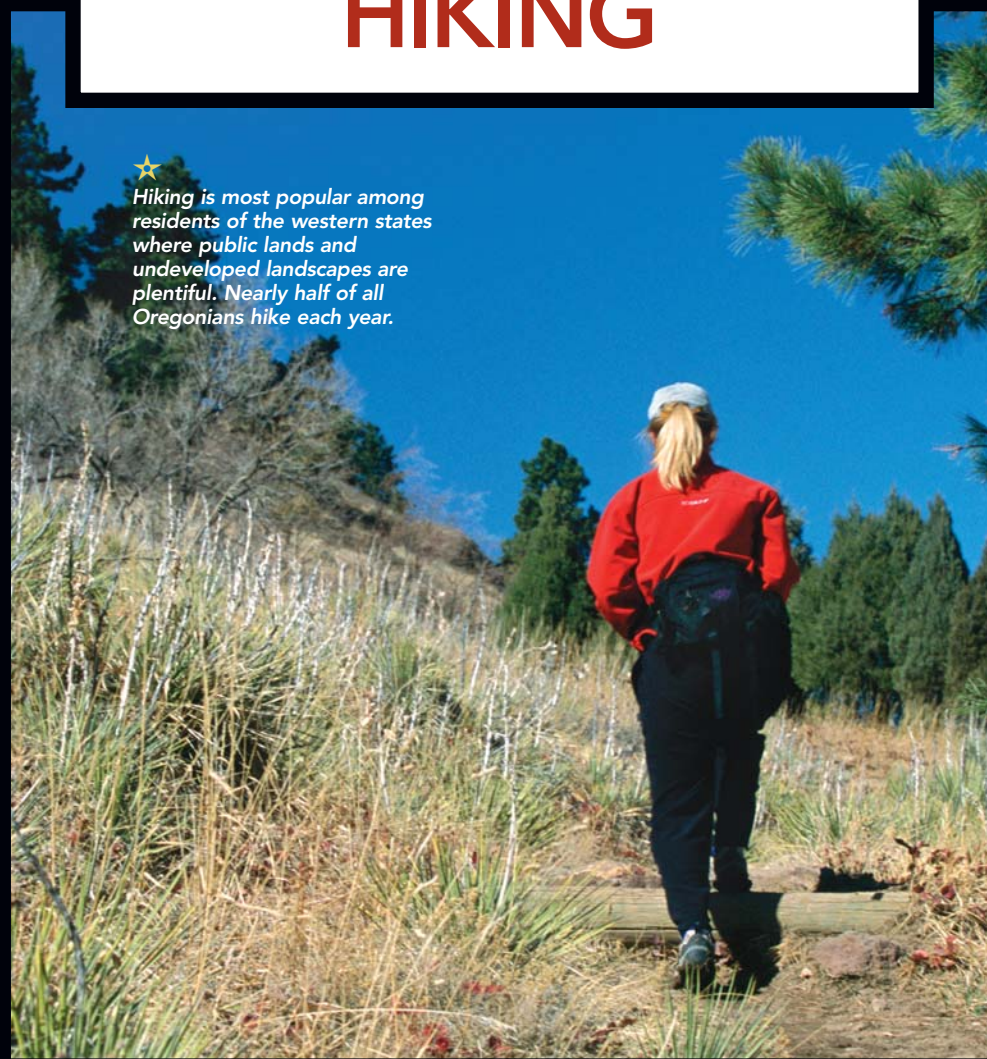
PARTICIPANTS PER CAPITA BY REGION



HIKING

★
Hiking is most popular among residents of the western states where public lands and undeveloped landscapes are plentiful. Nearly half of all Oregonians hike each year.

Jeffery Martin



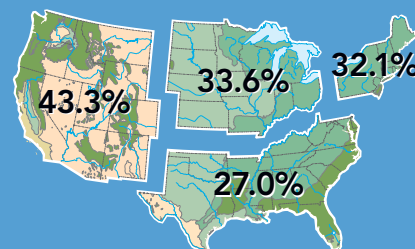
HIKING is the most popular outdoor activity in the continental United States.

Nationally, 70.7 million or 33% of Americans 16 and older participate in hiking each year. Hiking is one of the most versatile outdoor recreation activities because it can be done in virtually any environment. From the red deserts of Arizona and the Badlands of South Dakota, to the Blue Ridge Mountains of North Carolina and Virginia, the U.S. offers tens of thousands of trails for hikers of all ages and skill levels.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Wyoming	59.1%	225,692
2 Colorado	54.5%	1,810,738
3 Idaho	52.6%	509,781
4 Oregon	49.0%	1,309,909
5 Utah	47.9%	765,696
6 Vermont	46.7%	223,817
7 Montana	44.7%	313,536
8 Washington	44.2%	2,012,263
8 New Hampshire	44.2%	424,582
10 Rhode Island	44.0%	364,089
11 Maryland	41.4%	1,691,332
11 Arizona	41.4%	1,617,716
13 California	40.0%	10,239,710
14 Ohio	38.2%	3,357,600
14 Connecticut	38.2%	1,012,855
16 South Dakota	37.5%	216,522
17 New Mexico	37.3%	511,060
18 Minnesota	37.1%	1,403,425
19 Missouri	36.3%	1,572,493
20 Oklahoma	36.0%	959,748
21 Kansas	35.6%	732,822
22 Michigan	35.3%	2,692,744
23 Wisconsin	34.7%	1,442,343
24 Nevada	33.3%	512,119
24 Maine	33.3%	336,421
26 Iowa	32.7%	745,888
27 Nebraska	32.4%	426,052
28 Tennessee	31.7%	1,409,378
29 New York	31.3%	4,631,550
30 Pennsylvania	31.2%	3,024,524
31 Georgia	30.3%	1,893,965
31 Virginia	30.3%	1,675,419
33 Massachusetts	29.5%	1,477,362
34 Alabama	29.1%	1,004,412
34 Arkansas	29.1%	603,133
36 North Carolina	29.0%	1,824,443
37 Kentucky	28.3%	894,643
38 New Jersey	28.1%	1,839,277
39 Illinois	27.7%	2,639,901
40 Indiana	27.3%	1,278,293
41 West Virginia	25.6%	372,575
42 Delaware	25.0%	152,567
43 South Carolina	24.6%	766,322
44 Texas	24.4%	3,810,816
45 Florida	23.7%	3,019,812
46 North Dakota	19.0%	95,413
47 Louisiana	17.8%	604,284
48 Mississippi	12.8%	276,501

PARTICIPANTS PER CAPITA BY REGION



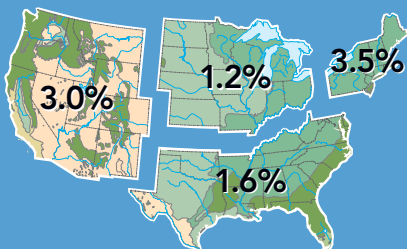
PARTICIPANTS BY STATE

STATE Participation Per Capita Number of Participants

1	New Hampshire	16.3%	156,577
2	Delaware	8.5%	51,873
3	Vermont	6.7%	32,111
4	Connecticut	5.9%	156,436
5	Washington	5.8%	264,053
6	Idaho	5.3%	51,366
7	Wyoming	4.5%	17,185
8	Massachusetts	4.1%	205,328
9	Rhode Island	3.8%	31,444
10	California	3.5%	895,975
10	Florida	3.5%	445,964
12	New Jersey	3.4%	222,546
13	Georgia	3.3%	206,273
14	South Dakota	3.1%	17,899
15	New York	2.7%	399,527
15	North Carolina	2.7%	169,862
17	Wisconsin	2.4%	99,759
18	Indiana	2.3%	107,695
19	Pennsylvania	2.2%	213,268
19	Maine	2.2%	22,226
21	Montana	2.1%	14,730
22	Maryland	1.8%	73,536
22	Iowa	1.8%	41,058
24	Arizona	1.7%	66,428
24	New Mexico	1.7%	23,292
26	Alabama	1.6%	55,225
26	Colorado	1.6%	53,159
28	Texas	1.4%	218,653
28	Illinois	1.4%	133,425
28	Utah	1.4%	22,379
31	Michigan	1.3%	99,166
31	Virginia	1.3%	71,883
33	Oregon	1.0%	26,733
33	West Virginia	1.0%	14,554
35	South Carolina	0.9%	28,036
36	Ohio	0.7%	61,527
36	Tennessee	0.7%	31,122
38	Missouri	0.6%	25,992
39	Kansas	0.3%	6,175
40	Minnesota	0.2%	7,566
40	Mississippi	0.2%	4,320
42	Louisiana	0.1%	3,395
42	Kentucky	0.1%	3,161
42	Oklahoma	0.1%	2,666
42	Arkansas	0.1%	2,073
42	Nevada	0.1%	1,538
42	Nebraska	0.1%	1,315
	North Dakota	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



KAYAKING RECREATION/SIT-ON-TOP



Kayaking is fast becoming one of the most popular water sports on the Delaware River. More than 8% of Delaware residents kayak recreationally each year.

Lin Alder

RECREATIONAL KAYAKING is a great way for amateurs to get out on the water without having to worry about executing Eskimo rolls or other skills necessary for whitewater kayaking.

Participants can enjoy their surroundings while getting a good work out. Just being out on the water can be invigorating. Recreational kayaking also helps amateurs gain basic paddling techniques and an understanding of the fundamentals of paddling. Nationally, 4.9 million or 2.1% of Americans 16 and older participate in recreational kayaking each year.

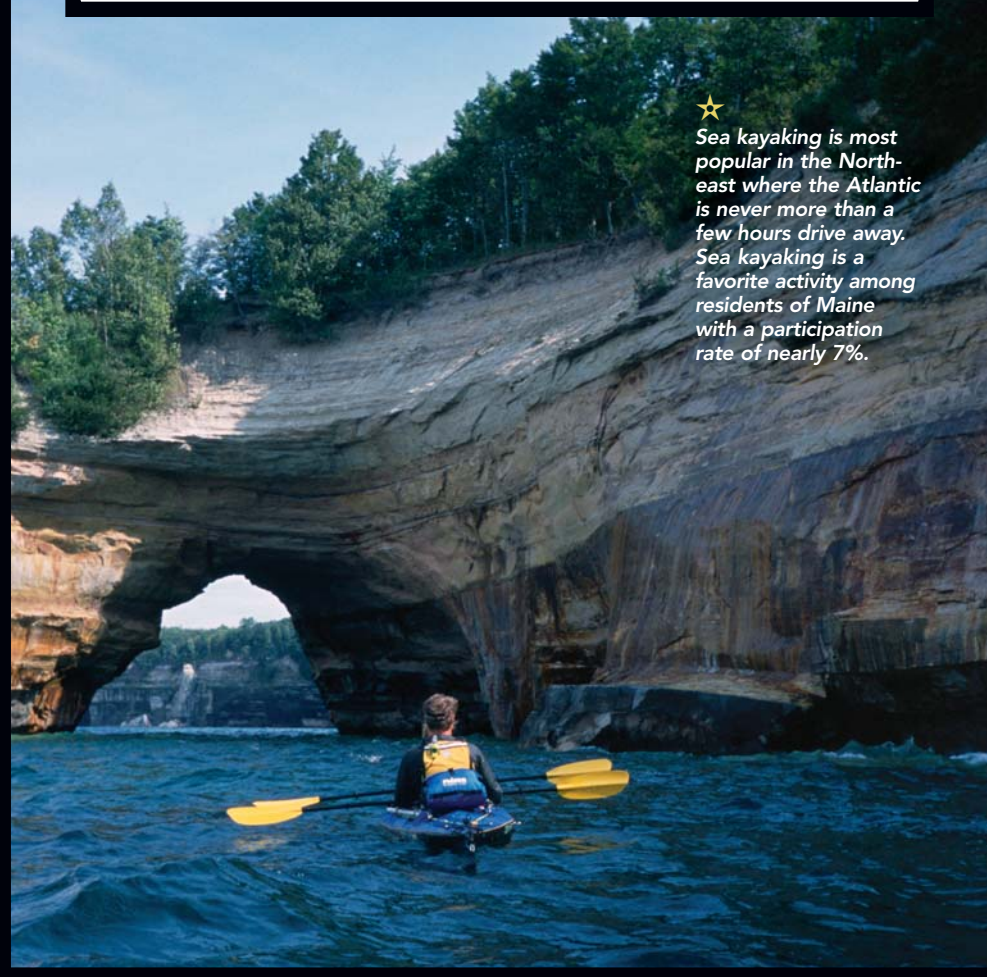
KAYAKING

TOURING/SEA



Sea kayaking is most popular in the Northeast where the Atlantic is never more than a few hours drive away. Sea kayaking is a favorite activity among residents of Maine with a participation rate of nearly 7%.

Jeffery Martin



SEA KAYAKING is the most popular form of kayaking in the United States.

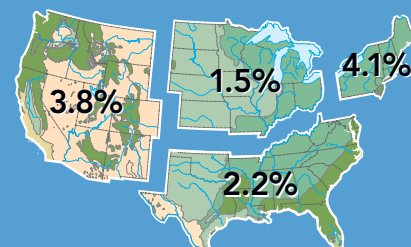
From Puget Sound to the Chesapeake Bay, America's coasts offer an endless wealth of touring opportunities. Sea kayakers often get the chance to enjoy views of marine wildlife like dolphins, whales and manatees – an added perk to a good day's workout. Nationally, 5.8 million or 2.7% of Americans 16 and older sea kayak each year.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Vermont	10.0%	47,927
2 New Hampshire	9.3%	89,335
3 Massachusetts	8.8%	440,705
4 Delaware	8.5%	51,873
5 Maine	6.7%	67,688
6 Washington	6.4%	291,368
7 Connecticut	5.9%	156,436
8 Idaho	5.3%	51,366
9 California	4.5%	1,151,967
9 Wyoming	4.5%	17,185
11 Florida	4.1%	522,415
11 Colorado	4.1%	136,221
13 Georgia	3.9%	243,778
14 Rhode Island	3.8%	31,444
15 New Jersey	3.4%	222,546
16 New York	3.2%	473,513
17 North Carolina	3.1%	195,027
17 South Dakota	3.1%	17,899
19 Utah	2.8%	44,759
20 Texas	2.5%	390,452
21 Alabama	2.4%	82,838
22 Montana	2.1%	14,730
23 Pennsylvania	1.9%	184,186
24 Maryland	1.8%	73,536
24 Iowa	1.8%	41,058
26 Arizona	1.7%	66,428
26 New Mexico	1.7%	23,292
28 Indiana	1.5%	70,236
29 Tennessee	1.4%	62,244
30 Virginia	1.3%	71,883
30 Arkansas	1.3%	26,944
32 Missouri	1.2%	51,983
33 Nevada	1.1%	16,917
33 Ohio	1.1%	96,685
35 Illinois	1.0%	95,303
35 Oregon	1.0%	26,733
37 Kentucky	0.9%	28,452
37 South Carolina	0.9%	28,036
39 Louisiana	0.8%	27,159
40 Michigan	0.3%	22,885
41 Wisconsin	0.2%	8,313
41 Oklahoma	0.2%	5,332
41 Nebraska	0.2%	2,630
41 Minnesota	0.2%	7,566
45 Mississippi	0.1%	2,160
45 Kansas	0.1%	2,058
45 West Virginia	0.1%	1,455
North Dakota	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



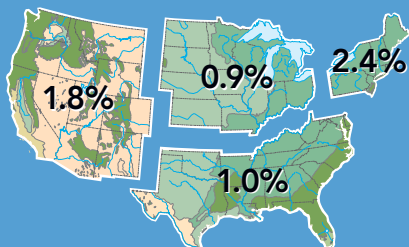
PARTICIPANTS BY STATE

STATE Participation Per Capita Number of Participants

1	Vermont	10.0%	47,927
2	Delaware	6.5%	39,667
3	New Hampshire	4.7%	45,148
4	Colorado	4.1%	136,221
5	Rhode Island	3.8%	31,444
6	Indiana	3.0%	140,472
7	Washington	2.9%	132,026
8	Utah	2.8%	44,759
9	Massachusetts	2.7%	135,216
10	Montana	2.1%	14,730
11	Georgia	2.0%	125,014
11	Virginia	2.0%	110,589
13	North Carolina	1.8%	113,241
13	Wisconsin	1.8%	74,819
13	Maryland	1.8%	73,536
16	New Jersey	1.7%	111,273
16	New Mexico	1.7%	23,292
18	New York	1.5%	221,959
18	Connecticut	1.5%	39,772
20	Pennsylvania	1.4%	135,716
21	Michigan	1.3%	99,166
22	California	1.2%	307,191
23	Wyoming	1.1%	4,201
24	Florida	0.9%	114,676
24	South Carolina	0.9%	28,036
24	Iowa	0.9%	20,529
24	Idaho	0.9%	8,722
28	Texas	0.8%	124,945
28	Alabama	0.8%	27,613
30	Illinois	0.7%	66,712
30	Tennessee	0.7%	31,122
32	Missouri	0.6%	25,992
33	Ohio	0.4%	35,158
34	Kentucky	0.3%	9,484
35	Louisiana	0.2%	6,790
35	Kansas	0.2%	4,117
37	Minnesota	0.1%	3,783
37	Oregon	0.1%	2,673
37	Mississippi	0.1%	2,160
37	Arkansas	0.1%	2,073
37	West Virginia	0.1%	1,455
37	Maine	0.1%	1,010
	South Dakota	NA	NA
	Oklahoma	NA	NA
	North Dakota	NA	NA
	Nevada	NA	NA
	Nebraska	NA	NA
	Arizona	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



KAYAKING WHITEWATER



Jeffery Martin

★
Vermont is for water lovers! Home to the greatest percentage of sea kayakers, Vermont is also home to the greatest percentage of whitewater kayakers with 10% of the population running rapids each year.

THE HEART-RACING THRILL of running a rapid keeps kayakers coming back time and time again.

Whitewater kayaking can be technically challenging, but for many, the exhilaration makes it all worthwhile. Whitewater kayakers also enjoy the energizing quality of fresh water set against steep, colorful canyon walls. World class runs can be found around the country from the North Fork of the American River to the West Fork of the Chattooga River. Nationally, 2.7 million or 1.3% of Americans 16 and older participate in whitewater kayaking.

RAFTING



The biggest concern for rafting guides and outfitters is sufficient precipitation, not participation. With rafting destinations like the Deschutes and Wind Rivers it's no wonder that more than 10% of Washington residents raft each year.

PARTICIPANTS BY STATE

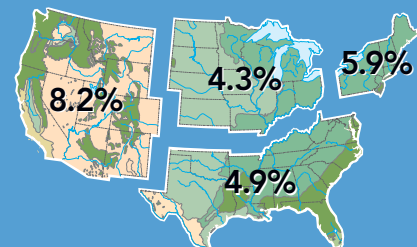
STATE	Participation Per Capita	Number of Participants
1 Wyoming	18.2%	69,503
2 Montana	17.0%	119,242
3 Idaho	15.8%	153,128
4 Colorado	15.4%	511,658
5 Washington	10.5%	478,026
6 West Virginia	10.3%	149,903
7 Oklahoma	10.1%	269,263
8 Nevada	9.5%	146,100
9 South Dakota	9.4%	54,275
10 New Hampshire	9.3%	89,335
11 Oregon	8.8%	235,249
12 Utah	8.5%	135,875
13 Maryland	8.1%	330,913
14 Wisconsin	7.8%	324,216
15 Delaware	7.5%	45,770
16 New York	7.4%	1,094,999
17 New Jersey	7.3%	477,819
18 Iowa	7.1%	161,951
19 Alabama	6.3%	217,450
20 South Carolina	6.1%	190,023
21 Arizona	6.0%	234,452
22 Pennsylvania	5.9%	571,945
22 Virginia	5.9%	326,237
24 California	5.5%	1,407,960
24 Kansas	5.5%	113,217
26 North Carolina	5.4%	339,724
27 Georgia	5.2%	325,037
28 New Mexico	5.1%	69,877
29 Texas	4.8%	749,669
30 Missouri	4.7%	203,601
31 Connecticut	4.4%	116,664
32 Michigan	4.2%	320,383
33 Illinois	3.8%	362,152
33 Rhode Island	3.8%	31,444
35 Florida	3.5%	445,964
36 Louisiana	3.1%	105,240
37 Ohio	3.0%	263,686
37 Minnesota	3.0%	113,485
39 Tennessee	2.9%	128,934
40 Massachusetts	2.7%	135,216
41 Arkansas	2.5%	51,816
42 Indiana	2.3%	107,695
42 Mississippi	2.3%	49,684
44 Kentucky	1.9%	60,064
45 Nebraska	1.5%	19,725
46 Maine	1.0%	10,103
North Dakota	NA	NA
Vermont	NA	NA

NA: Numbers too small to yield reliable projections

THE THRILL of whitewater rafting is something everyone should experience at least once in a lifetime.

Rafting locales like the Grand Canyon and the Arkansas River offer Americans raging rapids and serene stretches of river perfect for viewing spectacular canyons and clear, blue skies. The team component of rafting evokes an invaluable sense of unity that is unique to many outdoor activities. Nationally, 11.9 million or 5.7% of Americans 16 and older participate in rafting each year.

PARTICIPANTS PER CAPITA BY REGION

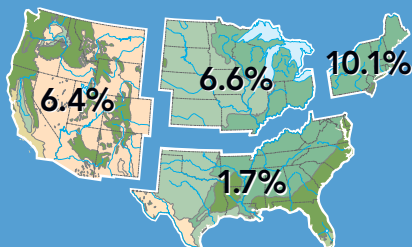


PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 New Hampshire	25.6%	245,912
2 Montana	19.1%	133,972
3 Wyoming	18.2%	69,503
4 Massachusetts	17.8%	891,425
5 Vermont	16.7%	80,037
6 South Dakota	15.6%	90,073
7 Rhode Island	15.4%	127,431
8 Wisconsin	13.2%	548,672
8 Connecticut	13.2%	349,992
10 Michigan	13.0%	991,662
11 New York	11.8%	1,746,080
12 Minnesota	9.7%	366,933
13 Colorado	8.9%	295,698
13 Maine	8.9%	89,914
15 New Mexico	8.5%	116,461
16 Idaho	7.9%	76,564
17 Washington	7.6%	346,000
18 Utah	7.0%	111,897
19 Illinois	5.5%	524,168
20 California	5.2%	1,331,162
21 New Jersey	5.1%	333,819
22 Nevada	4.8%	73,819
23 Maryland	4.5%	183,840
24 South Carolina	4.4%	137,066
25 Pennsylvania	4.3%	416,841
26 Kansas	4.1%	84,398
27 Oregon	3.9%	104,258
28 Arkansas	3.8%	78,760
29 Iowa	3.5%	79,835
30 Ohio	3.4%	298,844
31 Indiana	3.0%	140,472
32 Nebraska	2.9%	38,134
33 Florida	2.8%	356,771
34 North Carolina	2.7%	169,862
35 Arizona	2.6%	101,596
36 Missouri	2.3%	99,635
37 Kentucky	1.9%	60,064
38 Georgia	1.3%	81,259
39 Oklahoma	1.1%	29,326
40 Texas	1.0%	156,181
41 Virginia	0.7%	38,706
41 Tennessee	0.7%	31,122
43 Louisiana	0.3%	10,185
44 West Virginia	0.2%	2,911
44 North Dakota	0.2%	1,004
46 Alabama	0.1%	3,452
46 Mississippi	0.1%	2,160
Delaware	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



SKIING CROSS-COUNTRY/NORDIC



★
Where there is snow there are cross-country skiers. More than 25% or 1/4 of Massachusetts residents are getting outside and cross-country skiing each year.

Tom Bol

FOR THOSE looking to stay fit, cross-country skiing is an excellent option. Cross-country and Nordic skiing are both fun and a good workout.

Nordic centers around the country offer groomed trails, varied terrain and an escape from crowded alpine ski areas. Cross-country skiing is a favorite activity for many because it can be enjoyed in a peaceful, quiet setting. Nationally, 11.6 million or 5.6% of Americans 16 and older participate in cross-country/Nordic skiing each year.

SKIING TELEMARK



Telemark skiing is the latest trend in American snow sports. The sport is most popular among Montana residents with a participation rate of 10.6%.



Tom Bol

WITH THE 1970s came a resurgence of telemark skiing in the United States. The sport has been gaining popularity ever since and is now the fastest growing outdoor recreation activity in the country.

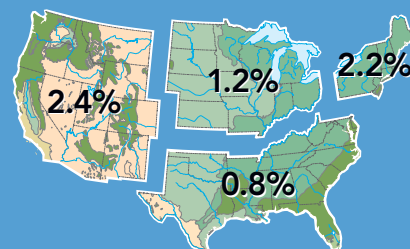
Nationally, 3.2 million, or 1.6% of Americans 16 and older telemark ski each year. More and more, alpine skiers are trading in their traditional skis for the free-heeling option of telemarking. Telemark skiing affords participants the freedom to explore uncharted terrain in the backcountry.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Montana	10.6%	74,351
2 New Hampshire	7.0%	67,242
3 Utah	5.6%	89,518
4 Nevada	4.8%	73,819
5 New Jersey	4.5%	294,546
5 Wyoming	4.5%	17,185
7 New Mexico	3.4%	46,585
8 Vermont	3.3%	15,816
9 New York	2.7%	399,527
10 Wisconsin	2.4%	99,759
11 Missouri	2.3%	99,635
12 Tennessee	2.2%	97,812
13 Oregon	2.0%	53,466
14 California	1.9%	486,386
14 Kentucky	1.9%	60,064
16 Massachusetts	1.8%	90,144
16 Maryland	1.8%	73,536
16 Iowa	1.8%	41,058
19 Washington	1.7%	77,395
19 Arizona	1.7%	66,428
21 Colorado	1.6%	53,159
22 Ohio	1.5%	131,843
22 Connecticut	1.5%	39,772
24 Mississippi	1.2%	25,922
25 Oklahoma	1.1%	29,326
26 North Carolina	0.9%	56,621
26 South Carolina	0.9%	28,036
26 Kansas	0.9%	18,526
26 South Dakota	0.9%	5,197
30 Texas	0.8%	124,945
30 Pennsylvania	0.8%	77,552
30 Michigan	0.8%	61,025
30 Louisiana	0.8%	27,159
34 Illinois	0.7%	66,712
34 Virginia	0.7%	38,706
34 Minnesota	0.7%	26,480
37 Florida	0.6%	76,451
38 North Dakota	0.3%	1,507
39 West Virginia	0.2%	2,911
39 Rhode Island	0.2%	1,655
41 Georgia	0.1%	6,251
41 Indiana	0.1%	4,682
41 Alabama	0.1%	3,452
41 Arkansas	0.1%	2,073
41 Nebraska	0.1%	1,315
41 Maine	0.1%	1,010
Delaware	NA	NA
Idaho	NA	NA

NA: Numbers too small to yield reliable projections

PARTICIPANTS PER CAPITA BY REGION



PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 New Hampshire	16.3%	156,577
2 Vermont	10.0%	47,927
3 Montana	8.5%	59,621
4 Colorado	6.5%	215,960
5 South Dakota	6.2%	35,798
6 Idaho	5.3%	51,366
7 Oregon	4.9%	130,991
8 Massachusetts	4.8%	240,384
8 Nevada	4.8%	73,819
10 Wyoming	4.5%	17,185
11 Connecticut	4.4%	116,664
12 New York	4.2%	621,486
12 Wisconsin	4.2%	174,578
12 Utah	4.2%	67,138
15 Kansas	4.0%	82,340
16 Rhode Island	3.8%	31,444
17 Minnesota	3.7%	139,964
18 Washington	3.5%	159,342
19 Michigan	3.4%	259,358
19 Oklahoma	3.4%	90,643
19 New Mexico	3.4%	46,585
22 Mississippi	2.3%	49,684
23 California	2.2%	563,184
23 Maine	2.2%	22,226
25 Virginia	2.0%	110,589
26 Pennsylvania	1.9%	184,186
27 Maryland	1.8%	73,536
27 South Carolina	1.8%	56,072
29 Alabama	1.6%	55,225
30 Nebraska	1.5%	19,725
31 Tennessee	1.4%	62,244
32 Florida	1.3%	165,644
32 North Carolina	1.3%	81,785
34 Ohio	1.1%	96,685
34 New Jersey	1.1%	72,000
36 Illinois	1.0%	95,303
36 West Virginia	1.0%	14,554
36 North Dakota	1.0%	5,022
39 Arizona	0.9%	35,168
39 Iowa	0.9%	20,529
41 Georgia	0.7%	43,755
41 Missouri	0.7%	30,324
43 Texas	0.4%	62,472
43 Indiana	0.4%	18,730
45 Kentucky	0.2%	6,323
45 Delaware	0.2%	1,221
47 Louisiana	0.1%	3,395
47 Arkansas	0.1%	2,073

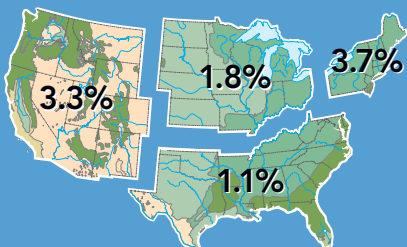
SNOWSHOEING



COLD WEATHER is not an excuse for staying inside. Snowshoeing has turned hiking into a practical year round activity by providing Americans with the opportunity to get outside and be active in the colder, snowier months.

Snowshoeing is an inexpensive alternative to alpine skiing and can be combined with a variety of activities like hiking in the backwoods and overnight backpacking trips. Nationally, 4.8 million or 2.3% of Americans 16 and older participate in snowshoeing each year.

PARTICIPANTS PER CAPITA BY REGION



TRAIL RUNNING



From the coast to the mountains, California's breathtaking scenery likely explains why trail running is so popular among the state's residents. More than 21% or 1/5 of Californians participate in trail running each year.

Lin Alder

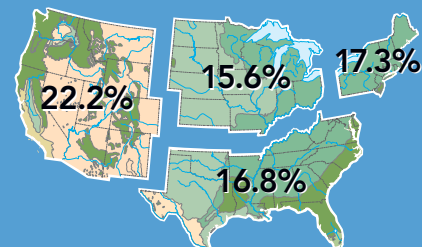
AMERICANS are getting outside to exercise and enjoying the fresh air of the great outdoors.

Trail running offers an often much-needed escape from the office and from overcrowded gyms. Trail runners enjoy a variety of trail types and ever-changing scenery. Nationally, 38 million or 17.8% of Americans 16 and older trail run each year. Only running that occurs on non-paved trails is considered in this report.

PARTICIPANTS BY STATE

STATE	Participation Per Capita	Number of Participants
1 Montana	34.0%	238,484
2 New Hampshire	27.9%	268,005
3 New Mexico	25.4%	348,014
4 Colorado	25.2%	837,259
5 Washington	23.8%	1,083,526
6 Maryland	23.4%	955,970
7 New Jersey	23.0%	1,505,458
8 Wyoming	22.7%	86,687
9 Utah	22.5%	359,669
10 Georgia	22.2%	1,387,657
11 California	21.4%	5,478,245
11 Nevada	21.4%	329,110
13 Arizona	20.7%	808,858
14 North Carolina	20.1%	1,264,528
15 Rhode Island	19.2%	158,875
16 North Dakota	19.0%	95,413
17 Delaware	18.8%	114,731
17 South Dakota	18.8%	108,550
19 Wisconsin	18.6%	773,129
20 South Carolina	18.4%	573,184
20 Idaho	18.4%	178,327
22 Missouri	18.1%	784,081
23 Arkansas	17.9%	370,999
24 Texas	17.8%	2,780,021
25 Massachusetts	17.7%	886,417
25 Iowa	17.7%	403,737
27 Illinois	17.6%	1,677,338
27 Connecticut	17.6%	466,656
29 New York	17.3%	2,559,930
29 Tennessee	17.3%	769,156
31 Michigan	17.2%	1,312,045
31 Minnesota	17.2%	650,645
33 Kentucky	17.0%	537,418
34 Oregon	16.7%	446,438
35 Florida	15.8%	2,013,208
36 Maine	15.6%	157,603
37 Louisiana	15.5%	526,202
38 West Virginia	15.4%	224,127
39 Kansas	15.1%	310,832
40 Nebraska	14.9%	195,931
41 Pennsylvania	13.8%	1,337,770
42 Virginia	12.5%	691,180
43 Alabama	11.8%	407,287
44 Oklahoma	11.2%	298,588
45 Ohio	10.1%	887,743
46 Vermont	10.0%	47,927
47 Indiana	7.6%	355,862
48 Mississippi	4.7%	101,528

PARTICIPANTS PER CAPITA BY REGION



ANNUAL EXPENDITURES

STATE	Total Expenditures (In millions)
Alabama	\$264
Arizona	\$269
Arkansas	\$91
California	\$1,723
Colorado	\$200
Connecticut	\$139
Delaware	\$52
Florida	\$596
Georgia	\$402
Idaho	\$40
Illinois	\$457
Indiana	\$235
Iowa	\$201
Kansas	\$236
Kentucky	\$320
Louisiana	\$175
Maine	\$47
Maryland	\$222
Massachusetts	\$216
Michigan	\$831
Minnesota	\$269
Mississippi	\$83
Missouri	\$243
Montana	\$39
Nebraska	\$61
Nevada	\$141
New Hampshire	\$48
New Jersey	\$314
New Mexico	\$53
New York	\$707
North Carolina	\$492
North Dakota	\$23
Ohio	\$583
Oklahoma	\$208
Oregon	\$124
Pennsylvania	\$459
Rhode Island	\$32
South Carolina	\$142
South Dakota	\$21
Tennessee	\$188
Texas	\$1,249
Utah	\$96
Vermont	\$31
Virginia	\$364
Washington	\$209
West Virginia	\$73
Wisconsin	\$263
Wyoming	\$24

MERCHANDISE EXPENDITURES BY STATE

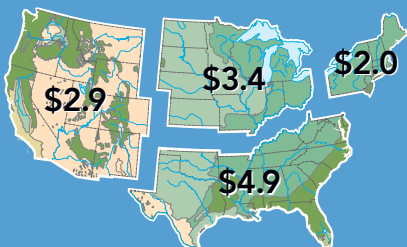


Tom Bol

WHILE RECREATING in the great outdoors is relatively inexpensive, Americans are spending considerable sums on outdoor gear, apparel and footwear.

Sales of athletic/outdoor merchandise for the human-powered outdoor recreation industry are holding steady even during a time of recession, drought, and rampant wildfires. Outdoor recreation is making a positive impact on local and state economies.

ANNUAL EXPENDITURES BY REGION (IN BILLIONS)



ABOUT THIS REPORT

This report should be used to assess trends and perceptions among Americans 16 and older, not precise participant numbers. This data collection is designed to give insight into how Americans perceive themselves as outdoor recreationists. Canoeing is a good example. The survey question for canoeing is undefined, and the question is simply asked: "Did you go canoeing (this year)?" The question is open to a respondent's interpretation. While interpretations may vary slightly from person to person, overall participation trends and perceptions may still be assessed.

For this report, a "Participant" is defined as an American 16 or older who reports participating in an activity at least once during the past year. Census-based information is used to classify Participants by the region in which they live.

The results presented in this report are based on a total of 7,000 interviews conducted during 2001 and the first six months of 2002. The overall results are projectable to the American population, age 16 and over, with a margin of error of +/- 1.2% at the 95% level of confidence.

The data collection for this report is conducted using scientific sampling and random digit dial methodology. A disproportionate stratified random sample by census region is used for the study. Calls are made at random until a representative quota for each region is reached. Only Americans age 16 or over are interviewed.

The results for each activity reflect where each resident lives – not necessarily where each activity occurred. For example, the results show a sizeable population of snowshoe participants living in Florida. This suggests that many Floridians travel to cold-weather states to participate in the activity.

The athletic/outdoor merchandise expenditure data are based on the estimated amount consumers spent on outdoor products. For that reason, the results are not intended to exactly mirror retail sales. Additionally, the spending levels reflect the amount spent by residents of each state, but do not take into account in which state they bought their merchandise— in state or out.

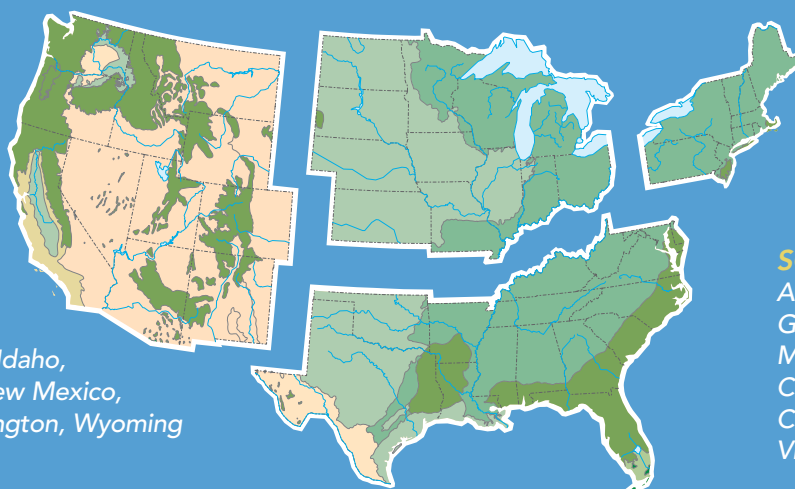
REGIONS

WEST: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

NORTH CENTRAL: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

NORTHEAST: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

SOUTH CENTRAL: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia



ADDITIONAL RESOURCES

These additional Outdoor Industry Foundation (OIF) publications are available in PDF format at www.businessforwilderness.org/reports/.

- ★ Protect Today, Play Tomorrow: The Importance of Roadless Area Conservation to Backcountry Recreation
- ★ The Bottom Line: Protecting the Value of America's Public Lands

These additional publications are available from Outdoor Industry Association (OIA). For more information on how to obtain OIA reports call 303.444.3353.

- ★ Outdoor Recreation Participation Study, 4th Edition
- ★ State of the Industry Report 2002
- ★ Gym Market Survey 2002
- ★ Top-line Retail Sales Report 2002

CONTACTS

Business for Wilderness

Ali Steimke at 303.444.3353 x215 or asteimke@outdoorindustry.org

Government Affairs

Myrna Johnson at 303.444.3353 x203 or mjohnson@outdoorindustry.org

Market Research Sales

Norma Hansen at 303.444.3353 x202 or nhansen@outdoorindustry.org

Market Research Media

Dana Donley at 303.444.3353 x214 or ddonley@outdoorindustry.org

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B4W is engaging outdoor businesses to support America's public lands. The B4W program is an initiative of The Pew Charitable Trusts supported by a grant to Outdoor Industry Foundation (OIF). OIF was established by Outdoor Industry Association to support programs and events to increase participation in human powered outdoor recreation activities and to educate the public about the economic and recreational benefits of the conservation of wild lands.

Outdoor Industry Association (OIA) provides trade services for over 4,000 manufacturers, distributors, suppliers, sales representatives, and retailers in the Outdoor Industry.

State-level participation data was collected on behalf of Outdoor Industry Association as a part of the Outdoor Recreation Participation Study, 4th edition. Collection of participation data was funded in part by Business for Wilderness, a program of Outdoor Industry Foundation.



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"So get out there and hunt and fish and mess around with your friends, ramble out yonder and explore the forests, encounter the grizz, climb the mountains, bag the peaks, run the rivers, breathe deep of that yet sweet and lucid air, sit quietly and contemplate the precious stillness, that lovely, mysterious and awesome space."

-Edward Abbey